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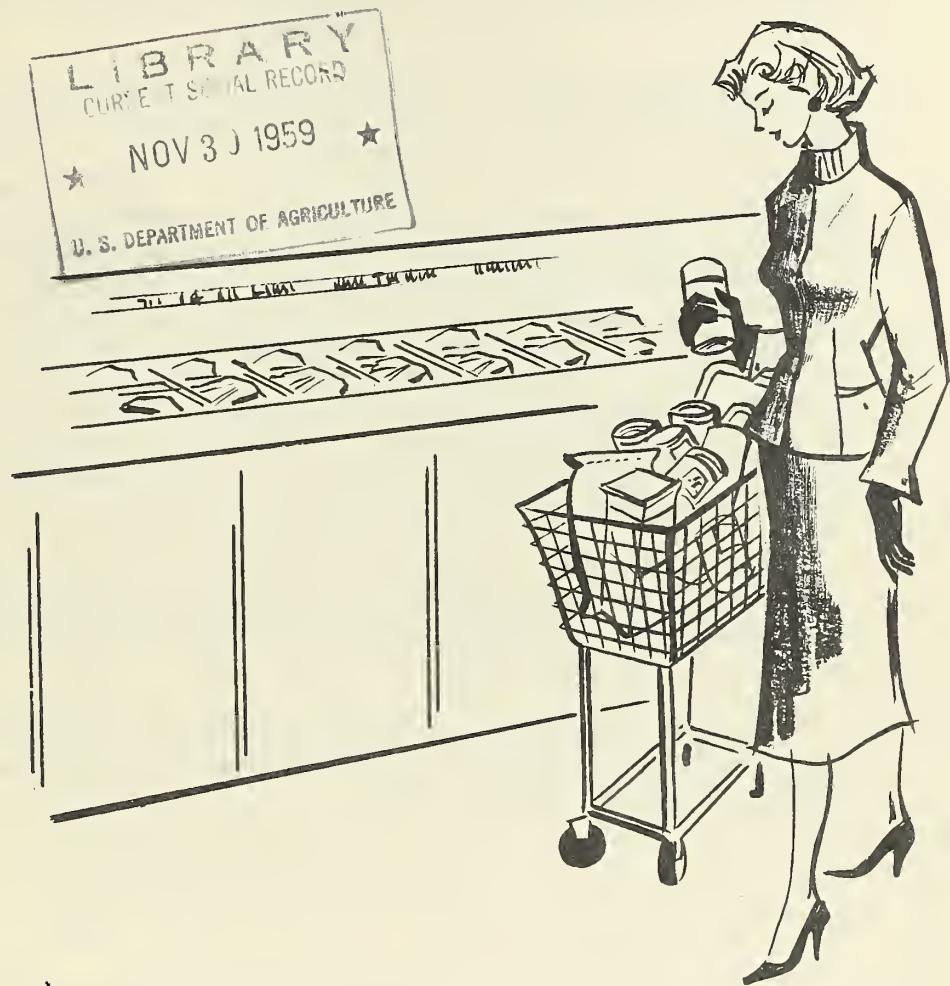
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CONSUMER PURCHASES OF

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Selected Fruits and Juices

August 1959



CPFJ- 89

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

October 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
August 1959

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The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers purchased more frozen concentrated juices, ades, and fresh citrus fruit in August 1959 than in the same month of 1958. On the other hand, purchases of canned single-strength juices declined. The 1958-59 orange and grapefruit crops were larger than the unusually small crops of a year earlier, and production of lemons continued at a high level. Fewer Florida oranges and fewer lemons were available for fresh use, however, as more of these crops were processed.

Purchases of frozen concentrated orange juice increased substantially over the low August 1958 level, although buying was small in relation to earlier years and to the record volume of production of this product. Canned lemon juice, shelf-pack orangeade, fresh oranges, and fresh grapefruit were also bought in substantially greater quantities than a year earlier. Moderate gains were reported for frozen concentrated lemonade, chilled orange juice, tomato juice, and pineapple-grapefruit drink. Other products, however, were purchased in smaller volume, with canned grapefruit juice, prune juice, canned orangeade, the miscellaneous canned single-strength juices, and fresh lemons falling as much as 14 percent from August 1958 levels. Declines ranging from 20 to 50 percent were reported for pineapple juice, canned orange juice, and the miscellaneous frozen concentrated juices.

CONCENTRATED JUICES AND ADES

August household purchases of frozen concentrated orange juice held at about the July level of 4 million gallons. ^{1/} Though substantially larger than the abnormally small volume of a year earlier, August purchases were only about 80 percent as great as the 1954-56 average for the month. This smaller-than-average volume reflected a relatively low proportion of families buying, 24.5 percent, and a comparatively small average size of purchase per buying family, 6.8 cans (6-ounce). Retail prices edged upward to 22.3 cents, the highest since December 1958, and 6.4 cents more than average.

The quantity of frozen orange concentrate produced in the 1958-59 season was about 40 percent greater than a year earlier when crops were short, and

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

11 percent greater than in 1956-57, the previous high production year. However, total consumer purchases in the current season beginning with October 1958, were the smallest reported since 1952-53 (tables 1 and 7, fig. 16).

About 670,000 gallons of frozen concentrated juices other than orange were purchased for household use in August, 19 percent less than in the corresponding month of 1958. On the average, these juices retailed at 19 cents per 6-ounce can, a little less than in August a year earlier (table 12).

Consumers bought about 2.8 million gallons of frozen concentrated lemonade in August 1959. This was a 5-percent gain over the same month a year earlier, and total purchases for the season were about 10 percent ahead of the same period of 1957-58. Purchases averaged 7.3 cans (6-ounce) on a buying family basis, the largest reported in this 9-year series. About half of this gain, however, was offset by a drop from 17 to 16 percent in the proportion of families buying the product. Retail prices at 10.6 cents per 6-ounce can were slightly higher than in August 1958 (table 8).

Shelf-pack orangeade jumped 36 percent in volume over a year earlier to 152,000 gallons, the largest purchase reported for any month since July 1956. The gain was associated with more families buying, along with a larger size of purchase. The average price paid, 18.6 cents per 6-ounce can, was unchanged from a year earlier (table 9).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

A total of 1.6 million gallons of chilled orange juice was purchased in August by the 3.5 percent of the Nation's families that bought the product. This represented a gain of 5 percent in volume over a year earlier, and some gain in the proportion of families buying. The average purchase, 3.6 quarts per buying family, was made at a price of 42.4 cents per quart. With but one exception, this was the highest price reported in the 3 years these data have been available (table 13).

Purchases of canned orange juice were only about half as great as the August 1958 volume or the 3-year average purchase for the month. The proportion of families buying dropped from about 9 percent in August 1958 to 6 percent, and the average buying family purchase declined from 2.2 to 1.8 cans (46-ounce). This juice retailed at 45.5 cents per can, 9 cents more than in the preceding August and 13 cents more than the August average (table 14).

Canned grapefruit juice purchases at 652,000 cases were down moderately from August 1958. A drop of 1 percentage point in the proportion of families buying was associated with the decline. Purchases of buying families averaged about 2 cans (46-ounce), moderately more than a year earlier. Retail prices at 31 cents per 46-ounce can, while down 2.3 cents from August 1958, remained well above the 3-year average for the month (table 15).

Consumers continued purchasing lemon juice in large volume during August. There was a relatively small seasonal decline from the high July level, and the 109,000 cases purchased was the largest August volume since 1952. Moreover,

total purchases for the season beginning October 1958 were 15 percent greater than in the same period of 1957-58. The gain over August 1958 was associated with a combination of more families buying and a larger average size of purchase. Retail prices, which were a little higher, averaged 11 cents per $5\frac{1}{2}$ -6-ounce can (table 16).

In contrast to the pattern for most other products, prices paid for pineapple juice declined from July to August, and there was a sharp rise in purchases. Nevertheless, the quantity purchased, 1 million cases, was only about 75 percent of the August 1958 volume. Only about 9 percent of the Nation's families bought, compared with 12 percent buying a year earlier. Purchases averaged 1.9 cans (46-ounce) per buying family. Despite the decline from July, retail prices at 31.4 cents per can were 2.3 cents higher than a year earlier (table 17).

August purchases of prune juice held at the July level to halt the downtrend that has persisted during most of 1959. The total quantity purchased, however, was 14 percent less than in August a year earlier, and the average buying family purchase, 2.2 quarts, was about 10 percent smaller. The proportion of families buying, about 6 percent, also was a little smaller. Prices paid averaged 43.8 cents per quart bottle, 10 cents higher than in August 1958 (table 19).

Household purchases of tomato juice, 1.6 million cases, were moderately greater than in August 1958. As heavy declines were reported for other canned products, the share of the single-strength juice market held by this product rose from 22 to 26 percent. The average buying family bought 2.2 cans (46-ounce) of tomato juice, 8 percent more than a year earlier. Part of this gain, however, was offset by some decline in the proportion of families buying. Retail prices averaged 27.1 cents per can, 1.9 cents less than in August 1958 (table 20).

August purchases of the miscellaneous canned single-strength juices, 1.7 million cases, dropped slightly in relation to a year earlier. Purchases averaged 1.8 cans (46-ounce) for the 17 percent of the Nation's families that bought these products. On the average, these juices cost consumers 38.2 cents per can, 3 cents more than a year earlier (table 12).

Retail purchases of pineapple-grapefruit drink climbed 16 percent over August 1958 to about 1.1 million cases. An increase in the size of purchase to 2.3 cans (46-ounce) per buying family accounted for the gain. The average price paid was 30.3 cents per can, 0.4 cent more than in August 1958 (table 18).

Purchases of single-strength orangeade in August, as in July, were about 8 percent below the year-earlier level. The drop in volume was associated with a decrease in the size of the average buying family's purchase from 2.6 cans (46-ounce) to 2.3 cans. This product was retailed at an average of 29.7 cents per can, compared with 28 cents in August 1958. Total purchases for the season through August were between 6 and 7 percent behind the corresponding period of either of the 2 preceding years (table 21).

FRESH AND CANNED FRUIT

About one-fourth more fresh oranges were bought for home use in August 1959 than in the same month of 1958. Total purchases during the current season, however, were moderately smaller in comparison with the same months of 1957-58. The 1958-59 orange crops in both California-Arizona and Florida were larger than the short crops of a year earlier; however, fewer Florida oranges were available for fresh use as a larger proportion of the crop was processed. About 17 percent of the Nation's families bought oranges in August, compared with 15 percent a year earlier, and the size of the average buying families' purchase, 22.6 oranges, was also moderately larger. Consumers paid an average of 53.1 cents for a dozen oranges, 9.2 cents less than in August 1958.

About 78 percent of the oranges bought in August were grown in California-Arizona, 12 percent were not identified as to area of origin, and most of the balance was produced in Florida. California-Arizona oranges at 53.5 cents per dozen, and Florida oranges at 48.5 cents, were 8 or 9 cents cheaper than in August 1958. Prices for unidentified oranges were down about 4 cents (tables 3, 22-24, fig. 17).

Although purchases of fresh grapefruit were seasonally low, August buying was at a substantially higher level than a year earlier. About half the grapefruit purchased were produced in California-Arizona, and the rest were about equally divided between Florida grapefruit and those that consumers were unable to identify. Purchases averaged about 7.6 grapefruit per buying family, with a little more than 4 percent of the Nation's families making at least one purchase during the month. Retail prices averaged \$1.19 per dozen, compared with \$1.38 in August 1958 (tables 25-27).

Nearly the same quantity of canned grapefruit sections was bought for home use in August 1959 as in either the preceding month or in August a year earlier. About 4 percent of the Nation's families purchased the product. On the average, a buying family purchased 3.8 cans (No. 303) at a price of 20.4 cents per can, not much different from a year earlier. Total purchases through August of the current season, however, were about 10 percent less than in either of the 2 preceding years (table 28).

Consumers bought 10 percent fewer lemons in August 1959 than a year earlier, to continue the comparatively low purchase level that has persisted throughout most of 1958-59. About 24 percent of the Nation's families bought lemons during the month, compared with 26 percent in August 1958. The average family's purchase of 13.4 lemons was also a little smaller. Retail prices at 43.4 cents per dozen, were 1.4 cents higher than a year earlier (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

| Commodity | Total purchases | | Purchases per buying family | | | | Percentage of families buying | | | | Average prices paid | |
|----------------------|-----------------|-----------|-----------------------------|--------|--------|--------|-------------------------------|---------|--------|-------|---------------------|--|
| | | | Number | | Volume | | | | | | | |
| | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | Unit | 1959 | 1958 | |
| | : 1,000 | : 1,000 | | | | | | | | | | |
| | : gallons | : gallons | Number | Number | Ounces | Ounces | Percent | Percent | Ounces | Cents | Cents | |
| Frozen juices: | : | : | | | | | | | | | | |
| Orange | : 3,971 | 3,267 | 2.2 | 2.1 | 18.7 | 16.9 | 24.5 | 23.0 | 6 | 22.3 | 24.6 | |
| Other | : 670 | 829 | 1/ | 1/ | 14.4 | 1/ | 1/ | 1/ | 6 | 19.0 | 1/ | |
| Total | : 4,641 | 4,096 | 2.3 | 2.4 | 17.9 | 16.2 | 27.6 | 26.5 | | | | |
| Frozen ades: | : | : | | | | | | | | | | |
| Lemon | : 2,780 | 2,651 | 1.7 | 1.6 | 25.7 | 24.9 | 15.8 | 16.9 | 6 | 10.6 | 10.4 | |
| Lime | : 2/ | 1/ | 2/ | 1/ | 2/ | 1/ | 2/ | 1/ | 6 | 2/ | 1/ | |
| Shelf-pack orangeade | : 152 | 112 | 1.5 | 1.5 | 17.9 | 16.5 | 1.4 | 1.1 | 6 | 18.6 | 18.6 | |

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

| Commodity | Total purchases | | Purchases per buying family | | | | Percentage of families buying | | | | Average prices paid | |
|----------------------------|-----------------|-----------|-----------------------------|--------|--------|--------|-------------------------------|---------|----------------------------------|---------|---------------------|--|
| | | | Number | | Volume | | | | | | | |
| | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | Unit | 1959 | 1958 | |
| | : 1,000 | : 1,000 | | | | | | | | | | |
| | : gallons | : gallons | Number | Number | Ounces | Ounces | Percent | Percent | Ounces | Cents | Cents | |
| Chilled orange juice | : | : | | | | | | | | | | |
| | : 1,585 | 1,516 | 3.1 | 2.9 | 36.8 | 39.6 | 3.5 | 3.3 | 32 | 42.4 | 41.0 | |
| | : 1,000 | : 1,000 | | | | | | | | | | |
| | : cases | 1/ | cases | 1/ | Number | Number | Ounces | Ounces | Percent | Percent | Ounces | |
| Canned juices: | : | : | | | | | | | | | | |
| Orange | : 556 | 1,086 | 1.7 | 1.8 | 47.5 | 56.9 | 5.8 | 9.2 | 46 | 45.5 | 36.6 | |
| Grapefruit | : 652 | 679 | 1.5 | 1.5 | 62.1 | 59.6 | 5.7 | 6.6 | 46 | 31.0 | 33.3 | |
| Lemon | : 109 | 88 | 1.3 | 1.3 | 17.2 | 16.6 | 3.9 | 3.5 | 5 ¹ / ₂ -6 | 11.0 | 10.7 | |
| Prune | : 494 | 577 | 1.8 | 1.9 | 38.2 | 40.2 | 6.1 | 6.5 | 32 | 43.8 | 33.8 | |
| Pineapple | : 1,007 | 1,345 | 1.4 | 2/ | 63.7 | 2/ | 9.2 | 12.2 | 46 | 31.4 | 29.1 | |
| Tomato | : 1,621 | 1,554 | 1.6 | 1.6 | 62.2 | 57.7 | 14.2 | 14.5 | 46 | 27.1 | 29.0 | |
| Other | : 1,698 | 1,737 | 1.8 | 2/ | 45.6 | 2/ | 17.3 | 2/ | 46 | 38.2 | 35.1 | |
| Total | : 6,137 | 7,066 | 2.4 | 2/ | 51.2 | 2/ | 41.2 | 2/ | | | | |
| Single-strength orangeade | : | : | | | | | | | | | | |
| | : 513 | 559 | 1.4 | 1.5 | 76.0 | 78.5 | 4.0 | 4.0 | 46 | 29.7 | 28.0 | |
| Pineapple-grapefruit drink | : 1,071 | 919 | 1.5 | 2/ | 71.7 | 2/ | 8.4 | 8.6 | 46 | 30.3 | 29.9 | |

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

| Commodity | Total purchases | | Purchases per buying family: | | | | Percentage of families buying | | Average prices paid per dozen | |
|----------------------------|-----------------|------|------------------------------|------|--------|------|-------------------------------|------|-------------------------------|-------|
| | | | Number | | Volume | | | | | |
| | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 | 1959 | 1958 |
| Fresh oranges: | | | | | | | | | | |
| California-Arizona | 676 | 529 | 2.0 | 2.0 | 11.3 | 10.5 | 13.8 | 11.9 | 53.5 | 64.0 |
| Florida | 68 | 66 | 1.5 | 1.5 | 12.7 | 13.1 | 1.3 | 1.4 | 48.5 | 56.7 |
| Unidentified | 103 | 77 | 1.4 | 1.4 | 10.7 | 10.4 | 3.1 | 2.5 | 53.7 | 58.1 |
| Total 1/ | 865 | 685 | 2.0 | 2.0 | 11.3 | 10.7 | 16.9 | 14.9 | 53.1 | 62.3 |
| Fresh grapefruit: | | | | | | | | | | |
| California-Arizona | 91 | 76 | 1.7 | 1.8 | 3.9 | 3.5 | 2.4 | 2.0 | 119.3 | 143.7 |
| Florida | 55 | 2/ | 1.6 | 2/ | 4.4 | 2/ | 1.1 | .5 | 112.1 | 2/ |
| Unidentified | 51 | 38 | 1.5 | 1.5 | 3.9 | 4.0 | 1.6 | 1.0 | 122.0 | 138.7 |
| Total 1/ | 200 | 137 | 1.9 | 1.8 | 4.0 | 3.7 | 4.3 | 3.3 | 118.8 | 138.2 |
| Lemons | 484 | 538 | 1.7 | 1.7 | 7.9 | 8.0 | 24.0 | 25.9 | 43.4 | 42.0 |
| Limes | 2/ | 3/ | 2/ | 3/ | 2/ | 3/ | .9 | 3/ | 2/ | 3/ |
| Canned grapefruit sections | 271 | 273 | 1.6 | 1.6 | 38.0 | 35.4 | 4.2 | 4.6 | 20.4 | 20.1 |

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
 4/ Equivalent cases 24 No. 2 cans--480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

| Period 1/ | Frozen | | Canned single-strength | | Chilled orange juice 2/ | | Total | | |
|-----------|----------------|----------------|------------------------|----------------|-------------------------|----------------|----------------|----------------|----------------|
| | Fresh oranges | | concentrated | orange juice | orange juice | orange juice | orange juice | orange juice | Total |
| | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Oct. | 750 | 1,526 | 2,871 | 4,037 | 620 | 724 | 328 | 296 | 4,569 |
| Nov. | 1,176 | 2,162 | 2,796 | 3,981 | 526 | 750 | 352 | 308 | 4,850 |
| Dec. | 2,474 | 3,039 | 2,513 | 3,649 | 469 | 595 | 314 | 295 | 5,770 |
| Oct.-Dec. | 4,749 | 7,343 | 8,794 | 12,557 | 1,721 | 2,218 | 1,058 | 983 | 16,322 |
| Jan. | 2,585 | 2,666 | 2,968 | 3,557 | 475 | 836 | 356 | 390 | 6,384 |
| Feb. | 2,623 | 2,670 | 3,016 | 3,401 | 484 | 809 | 378 | 396 | 6,501 |
| Mar. | 2,465 | 2,297 | 2,970 | 3,353 | 416 | 976 | 355 | 417 | 6,206 |
| Oct.-Mar. | 13,085 | 15,578 | 18,479 | 23,750 | 3,199 | 5,100 | 2,232 | 2,300 | 36,995 |
| Apr. | 2,466 | 1,884 | 2,980 | 3,090 | 440 | 937 | 346 | 395 | 6,232 |
| May | 1,976 | 1,686 | 2,768 | 3,030 | 389 | 893 | 343 | 386 | 5,476 |
| Jun. | 1,401 | 1,125 | 2,724 | 2,570 | 357 | 827 | 311 | 384 | 4,793 |
| Oct.-Jun. | 19,210 | 20,651 | 27,533 | 33,149 | 4,453 | 7,954 | 3,307 | 3,550 | 54,503 |
| Jul. | 992 | 801 | 2,640 | 2,519 | 373 | 796 | 323 | 315 | 4,328 |
| Aug. | 865 | 685 | 2,609 | 2,506 | 333 | 677 | 282 | 279 | 4,089 |
| Sep. | | | | | | | | | 4,147 |
| Season | | | | | | | | | 4,266 |
| | | | | | | | | | 79,148 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

| Period 1/ | Fresh grapefruit | | Canned single-strength grapefruit juice | | Canned grapefruit sections | | Total | |
|-----------|------------------|-------------|---|-------------|----------------------------|-------------|-------------|-------------|
| | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Oct. | 291 | 1,152 | 527 | 715 | 231 | 180 | 1,049 | 2,047 |
| Nov. | 1,243 | 1,726 | 495 | 667 | 194 | 164 | 1,932 | 2,557 |
| Dec. | 1,664 | 1,825 | 375 | 554 | 142 | 134 | 2,181 | 2,513 |
| Oct.-Dec. | 3,543 | 5,146 | 1,499 | 2,099 | 602 | 513 | 5,644 | 7,758 |
| Jan. | 2,105 | 2,000 | 446 | 722 | 158 | 199 | 2,709 | 2,921 |
| Feb. | 2,376 | 2,336 | 432 | 639 | 159 | 185 | 2,967 | 3,160 |
| Mar. | 2,178 | 2,193 | 505 | 596 | 144 | 159 | 2,827 | 2,948 |
| Oct.-Mar. | 10,749 | 12,266 | 3,007 | 4,209 | 1,107 | 1,091 | 14,863 | 17,566 |
| Apr. | 1,958 | 1,638 | 647 | 657 | 167 | 187 | 2,772 | 2,482 |
| May | 1,383 | 1,085 | 648 | 610 | 144 | 203 | 2,175 | 1,898 |
| Jun. | 774 | 496 | 523 | 560 | 168 | 209 | 1,465 | 1,265 |
| Oct.-Jun. | 14,992 | 15,656 | 4,943 | 6,161 | 1,631 | 1,745 | 21,566 | 23,562 |
| Jul. | 312 | 226 | 495 | 504 | 199 | 196 | 1,006 | 926 |
| Aug. | 200 | 137 | 481 | 508 | 196 | 183 | 877 | 828 |
| Sep. | | 81 | | 497 | | 222 | | 800 |
| Season | | 16,128 | | 7,794 | | 2,393 | | 26,315 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

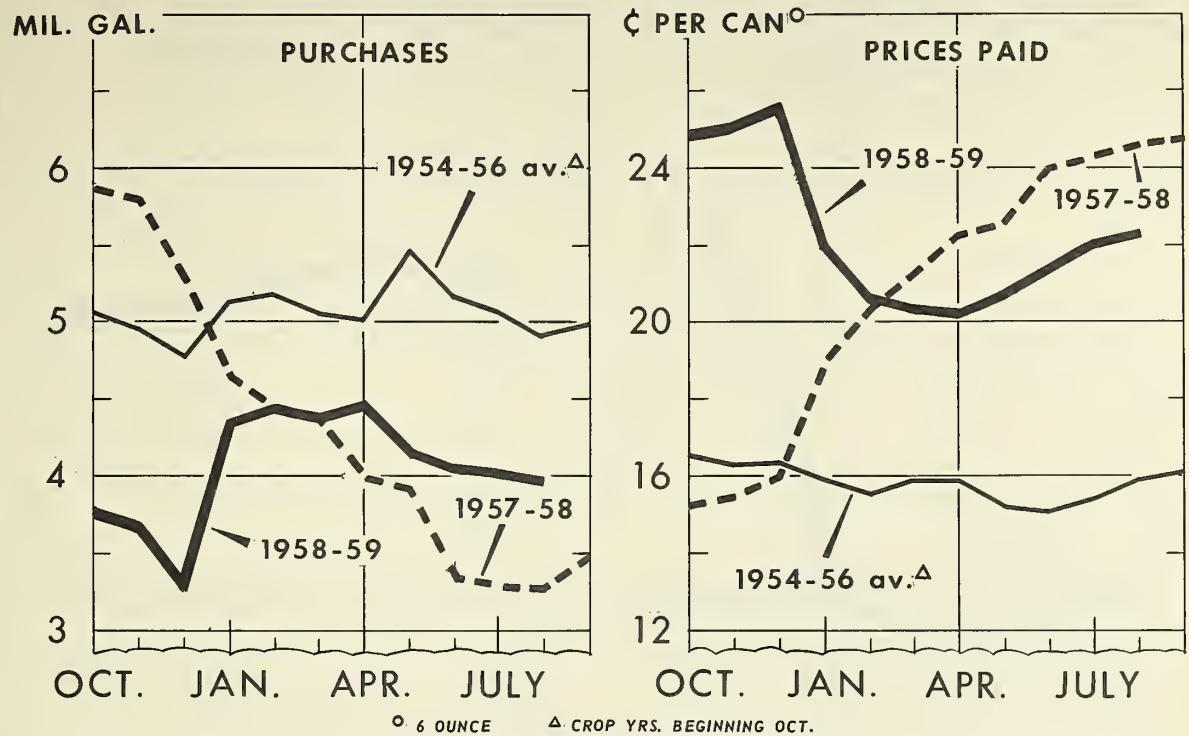
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

| Period 1/ | Fresh lemons | | Lemon juice | | Frozen concentrated lemonade | | Total | |
|-----------|--------------|-------------|-------------|-------------|------------------------------|-------------|-------------|-------------|
| | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 | 1958-59 | 1957-58 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Oct. | 248 | 259 | 61 | 49 | 99 | 88 | 408 | 396 |
| Nov. | 201 | 226 | 44 | 46 | 50 | 48 | 295 | 320 |
| Dec. | 203 | 243 | 55 | 52 | 41 | 43 | 299 | 338 |
| Oct.-Dec. | 703 | 790 | 168 | 161 | 196 | 188 | 1,067 | 1,139 |
| Jan. | 189 | 261 | 53 | 39 | 36 | 38 | 278 | 338 |
| Feb. | 220 | 242 | 53 | 48 | 36 | 40 | 309 | 330 |
| Mar. | 227 | 251 | 54 | 56 | 55 | 46 | 336 | 353 |
| Oct.-Mar. | 1,395 | 1,604 | 339 | 313 | 335 | 327 | 2,069 | 2,244 |
| Apr. | 296 | 295 | 58 | 57 | 111 | 92 | 465 | 444 |
| May | 393 | 363 | 102 | 70 | 311 | 235 | 806 | 668 |
| Jun. | 484 | 508 | 96 | 87 | 525 | 432 | 1,105 | 1,027 |
| Oct.-Jun. | 2,746 | 2,888 | 627 | 541 | 1,494 | 1,216 | 4,867 | 4,645 |
| Jul. | 530 | 585 | 129 | 116 | 571 | 588 | 1,230 | 1,289 |
| Aug. | 484 | 538 | 112 | 91 | 587 | 559 | 1,183 | 1,188 |
| Sep. | | 317 | | 67 | | 205 | | 589 |
| Season | | 4,429 | | 837 | | 2,678 | | 7,944 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59(10) AGRICULTURAL MARKETING SERVICE

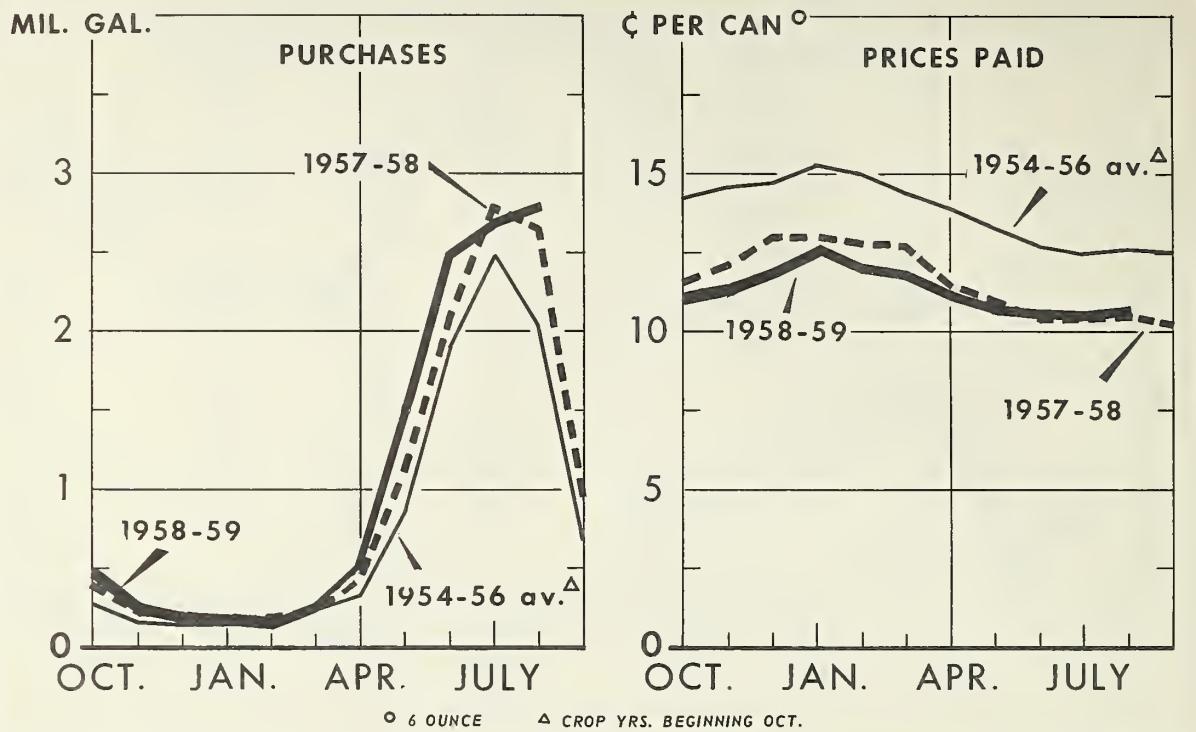
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 6-oz. can | | |
|-----------|------------------|------------------|--------------------------------|-----------------|---------|---------|---------------------------|-----------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | Percent | Percent | Percent | Cents | Cents | Cents |
| | Oct. | Nov. | Dec. | Oct.-Dec. | Jan. | Feb. | Mar. | Oct.-Mar. | Apr.-Jun. |
| Oct. | 3,743 | 5,851 | 5,064 | 24.4 | 30.9 | 29.3 | 24.8 | 15.2 | 16.6 |
| Nov. | 3,646 | 5,770 | 4,955 | 24.1 | 31.2 | 28.6 | 25.0 | 15.4 | 16.3 |
| Dec. | 3,276 | 5,288 | 4,751 | 22.4 | 29.3 | 28.9 | 25.5 | 15.9 | 16.4 |
| Oct.-Dec. | 11,465 | 18,198 | 15,902 | | | | | | |
| Jan. | 4,364 | 4,626 | 5,122 | 25.8 | 27.9 | 27.9 | 22.0 | 18.9 | 15.9 |
| Feb. | 4,436 | 4,423 | 5,179 | 26.2 | 28.0 | 28.3 | 20.5 | 20.3 | 15.5 |
| Mar. | 4,367 | 4,360 | 5,043 | 26.1 | 26.7 | 27.7 | 20.3 | 21.2 | 15.8 |
| Oct.-Mar. | 25,707 | 32,753 | 32,579 | | | | | | |
| Apr. | 4,448 | 3,992 | 5,006 | 25.8 | 25.2 | 28.0 | 20.2 | 22.2 | 15.8 |
| May | 4,131 | 3,915 | 5,441 | 24.8 | 24.2 | 30.8 | 20.7 | 22.5 | 15.2 |
| Jun. | 4,066 | 3,320 | 5,147 | 25.9 | 23.5 | 30.3 | 21.3 | 23.9 | 15.1 |
| Oct.-Jun. | 39,221 | 44,896 | 49,479 | | | | | | |
| Jul. | 4,018 | 3,284 | 5,061 | 24.5 | 22.9 | 29.7 | 22.0 | 24.2 | 15.4 |
| Aug. | 3,971 | 3,267 | 4,897 | 24.5 | 23.0 | 29.3 | 22.3 | 24.6 | 15.9 |
| Sep. | | 3,490 | 4,987 | | 24.0 | 28.6 | | 24.7 | 16.1 |
| Season | | 55,732 | 65,680 | | | | | 20.0 | 15.8 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEC. 6648-59(10) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 6-oz. can | | |
|-----------|------------------|------------------|--------------------------------|-----------------|---------|---------|---------------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | Percent | Percent | Percent | Cents | Cents | Cents |
| | Oct. | Nov. | Dec. | Oct.-Dec. | Jan. | Feb. | Mar. | Apr. | May |
| Oct. | 467 | 415 | 275 | 3.8 | 3.6 | 3.8 | 11.0 | 11.5 | 14.2 |
| Nov. | 236 | 228 | 163 | 2.4 | 2.3 | 1.9 | 11.3 | 12.0 | 14.6 |
| Dec. | 192 | 203 | 147 | 2.0 | 2.4 | 1.9 | 11.9 | 12.9 | 14.7 |
| Oct.-Dec. | 930 | 891 | 626 | | | | | | |
| Jan. | 171 | 181 | 150 | 1.9 | 2.3 | 2.1 | 12.6 | 12.9 | 15.2 |
| Feb. | 169 | 191 | 153 | 1.9 | 2.3 | 1.9 | 12.0 | 12.7 | 15.0 |
| Mar. | 261 | 216 | 217 | 2.6 | 2.1 | 2.8 | 11.8 | 12.6 | 14.4 |
| Oct.-Mar. | 1,587 | 1,548 | 1,188 | | | | | | |
| Apr. | 528 | 434 | 320 | 4.4 | 4.7 | 3.5 | 11.2 | 11.4 | 13.9 |
| May | 1,472 | 1,115 | 846 | 11.2 | 8.8 | 8.5 | 10.7 | 10.8 | 13.2 |
| Jun. | 2,487 | 2,048 | 1,908 | 16.0 | 14.3 | 17.0 | 10.5 | 10.3 | 12.7 |
| Oct.-Jun. | 7,081 | 5,761 | 4,578 | | | | | | |
| Jul. | 2,708 | 2,786 | 2,463 | 16.9 | 18.4 | 19.1 | 10.4 | 10.3 | 12.5 |
| Aug. | 2,780 | 2,651 | 2,035 | 15.8 | 16.9 | 16.0 | 10.6 | 10.4 | 12.6 |
| Sep. | | 973 | 699 | | 7.8 | 6.4 | | 10.2 | 12.5 |
| Season | | 12,691 | 10,171 | | | | | 10.6 | 12.9 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 6-oz. can | | |
|-----------|---------------|---------------|---------------|-----------------|---------|---------|---------------------------|---------|---------|
| | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 2/ | 123 | 117 | 0.9 | 1.0 | 1.3 | 2/ | 17.2 | 16.9 |
| Nov. | 2/ | 2/ | 2/ | .9 | .8 | .8 | 2/ | 2/ | 2/ |
| Dec. | 88 | 2/ | 87 | 1.0 | .8 | 1.0 | 2/ | 19.3 | 17.3 |
| Oct.-Dec. | 306 | 342 | 304 | | | | | | |
| Jan. | 2/ | 109 | 2/ | .9 | 1.0 | .9 | 2/ | 16.9 | 2/ |
| Feb. | 2/ | 106 | 2/ | .8 | 1.0 | .9 | 2/ | 17.0 | 2/ |
| Mar. | 104 | 96 | 2/ | 1.0 | 1.0 | .8 | 19.3 | 17.6 | 2/ |
| Oct.-Mar. | 597 | 678 | 576 | | | | | | |
| Apr. | 106 | 127 | 124 | 1.0 | 1.2 | 1.1 | 19.0 | 19.0 | 17.1 |
| May | 128 | 153 | 85 | 1.2 | 1.3 | 1.0 | 18.9 | 17.7 | 17.1 |
| Jun. | 138 | 144 | 107 | 1.4 | 1.6 | 1.1 | 18.8 | 17.9 | 17.0 |
| Oct.-Jun. | 1,008 | 1,147 | 920 | | | | | | |
| Jul. | 126 | 148 | 114 | 1.2 | 1.4 | 1.3 | 18.8 | 17.8 | 16.9 |
| Aug. | 152 | 112 | 124 | 1.4 | 1.1 | 1.3 | 18.6 | 18.6 | 16.3 |
| Sep. | | 92 | 2/ | | 1.1 | .8 | | 18.7 | 2/ |
| Season | | 1,516 | 1,277 | | | | | 17.8 | 17.0 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | |
|-----------|---------------|---------------|---------------|-----------------|---------|---------|
| | 1958-59 | 1957-58 | Average | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | Percent | Percent | Percent |
| Oct. | 4,544 | 6,478 | 5,608 | 27.7 | 32.9 | 30.9 |
| Nov. | 4,437 | 6,405 | 5,434 | 27.1 | 33.5 | 30.1 |
| Dec. | 3,983 | 5,936 | 5,243 | 25.3 | 31.9 | 30.7 |
| Oct.-Dec. | 13,918 | 20,232 | 17,541 | | | |
| Jan. | 5,006 | 5,408 | 5,692 | 28.1 | 30.9 | 29.7 |
| Feb. | 5,091 | 5,276 | 5,753 | 28.6 | 31.2 | 30.1 |
| Mar. | 5,057 | 5,181 | 5,652 | 28.8 | 30.0 | 29.6 |
| Oct.-Mar. | 30,305 | 37,466 | 36,129 | | | |
| Apr. | 5,204 | 4,876 | 5,574 | 28.6 | 28.9 | 29.9 |
| May | 4,871 | 4,685 | 6,057 | 27.6 | 27.6 | 32.9 |
| Jun. | 4,867 | 4,074 | 5,816 | 28.7 | 26.8 | 32.9 |
| Oct.-Jun. | 46,298 | 52,242 | 55,042 | | | |
| Jul. | 4,752 | 4,142 | 5,764 | 27.0 | 27.1 | 32.4 |
| Aug. | 4,641 | 4,096 | 5,533 | 27.6 | 26.5 | 31.6 |
| Sep. | | 4,293 | 5,569 | | 27.4 | 31.1 |
| Season | 65,799 | 73,323 | | | | |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases 2/ | | | Families buying | | | Equivalent prices paid per No. 2 can | | |
|-----------|--------------|----------|------------------|-----------------|---------|---------|--------------------------------------|---------|------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ |
| | cases 3/ | cases 3/ | cases 3/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 7,188 | 7,462 | 6,911 | 46.3 | 50.1 | 46.6 | 15.0 | 13.5 | 13.4 |
| Nov. | 6,657 | 7,587 | 6,637 | 45.4 | 50.7 | 45.9 | 15.3 | 13.5 | 13.5 |
| Dec. | 6,049 | 6,576 | 6,418 | 42.9 | 47.1 | 46.0 | 15.6 | 13.8 | 13.7 |
| Oct.-Dec. | 21,403 | 23,255 | 21,563 | | | | | | |
| Jan. | 6,876 | 7,850 | 7,156 | 46.5 | 50.9 | 47.2 | 15.5 | 13.4 | 13.5 |
| Feb. | 6,685 | 7,723 | 7,363 | 45.7 | 51.3 | 47.7 | 15.6 | 13.5 | 13.3 |
| Mar. | 6,950 | 8,185 | 7,420 | 46.6 | 52.0 | 49.0 | 15.3 | 13.7 | 13.3 |
| Oct.-Mar. | 43,615 | 49,130 | 45,404 | | | | | | |
| Apr. | 7,155 | 7,963 | 7,343 | 46.8 | 51.5 | 48.2 | 15.0 | 13.9 | 13.3 |
| May | 6,772 | 8,090 | 7,406 | 45.2 | 51.4 | 48.2 | 15.1 | 13.9 | 13.3 |
| Jun. | 6,586 | 7,182 | 7,323 | 44.7 | 51.3 | 49.1 | 15.3 | 14.0 | 13.4 |
| Oct.-Jun. | 65,517 | 74,649 | 69,303 | | | | | | |
| Jul. | 6,272 | 7,348 | 7,120 | 43.1 | 51.4 | 47.8 | 15.9 | 14.4 | 13.6 |
| Aug. | 6,137 | 7,066 | 6,754 | 41.2 | 47.6 | 47.6 | 15.7 | 14.4 | 13.6 |
| Sep. | | 6,718 | 6,727 | | 46.9 | 45.9 | | 14.7 | 13.6 |
| Season | | 97,402 | 91,509 | | | | | 13.9 | 13.4 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

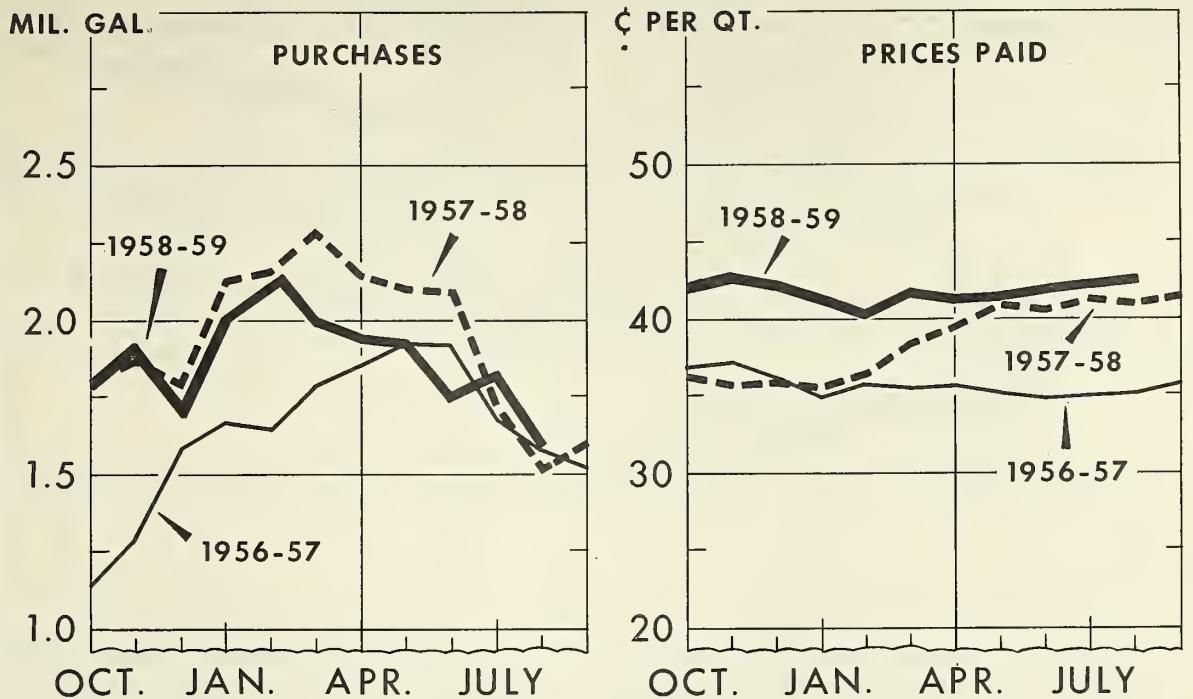
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

| Period 1/ | Frozen concentrated juices 2/ | | | Canned single-strength juices 3/ | | |
|-----------|-------------------------------|---------------|---------------|----------------------------------|----------------|----------------|
| | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 cases 4/ | 1,000 cases 4/ | 1,000 cases 4/ |
| Oct. | 801 | 627 | 532 | 1,746 | 1,610 | 1,344 |
| Nov. | 791 | 635 | 450 | 1,712 | 1,439 | 1,293 |
| Dec. | 707 | 648 | 503 | 1,631 | 1,441 | 1,354 |
| Oct.-Dec. | 2,453 | 2,034 | 1,631 | 5,510 | 4,823 | 4,274 |
| Jan. | 642 | 782 | 578 | 1,845 | 1,652 | 1,440 |
| Feb. | 655 | 853 | 599 | 1,806 | 1,694 | 1,487 |
| Mar. | 690 | 821 | 633 | 1,807 | 1,924 | 1,519 |
| Oct.-Mar. | 4,598 | 4,713 | 3,599 | 11,441 | 10,564 | 9,131 |
| Apr. | 756 | 884 | 538 | 1,720 | 1,833 | 1,397 |
| May | 740 | 770 | 598 | 1,833 | 1,970 | 1,631 |
| Jun. | 801 | 754 | 673 | 1,804 | 1,926 | 1,583 |
| Oct.-Jun. | 7,077 | 7,346 | 5,565 | 17,259 | 16,781 | 14,104 |
| Jul. | 734 | 858 | 690 | 1,813 | 1,906 | 1,475 |
| Aug. | 670 | 829 | 621 | 1,698 | 1,737 | 1,475 |
| Sep. | | 803 | 567 | | 1,618 | 1,363 |
| Season | | 10,067 | 7,609 | | 22,469 | 18,743 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59(10) AGRICULTURAL MARKETING SERVICE

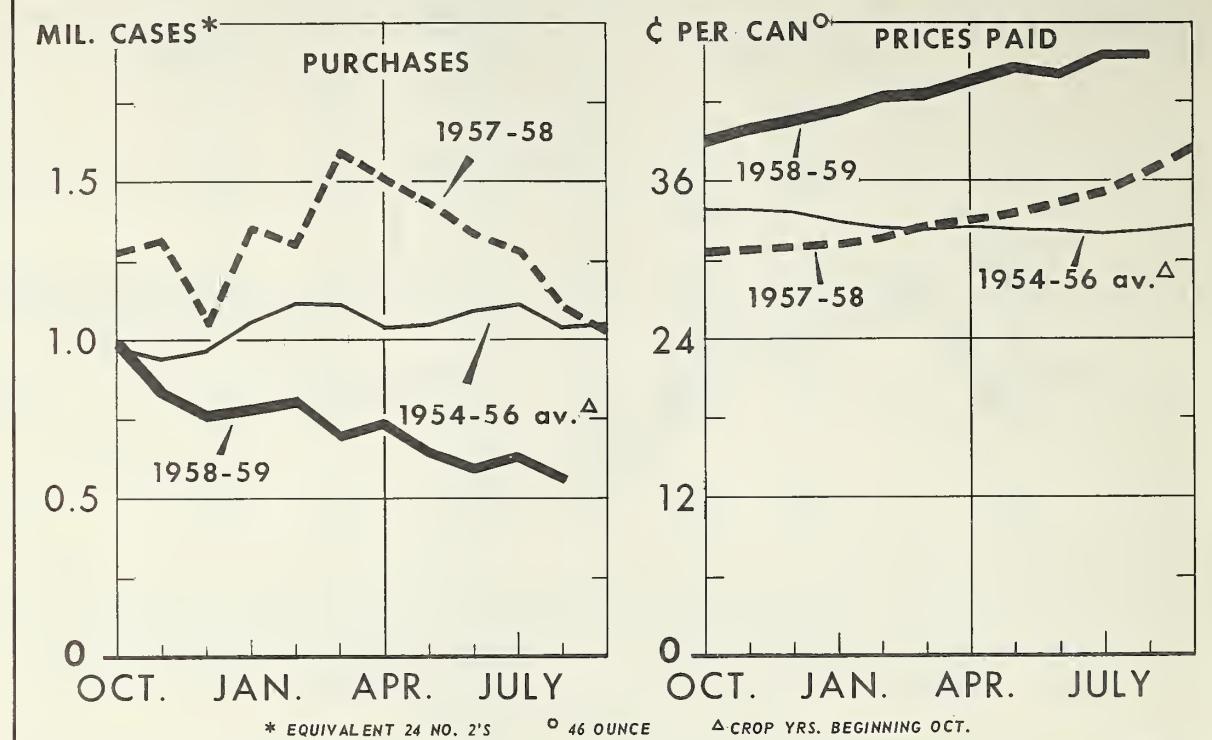
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

| Period 1/ | Purchases | | | Families buying | | | Prices paid per quart | | |
|-----------|---------------|---------------|---------------|-----------------|---------|---------|-----------------------|----------|----------|
| | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | Percent | Percent | Percent | Cents 2/ | Cents 3/ | Cents 3/ |
| Oct. | 1,782 | 1,794 | 1,146 | 3.6 | 3.5 | 3.0 | 41.8 | 36.3 | 36.8 |
| Nov. | 1,911 | 1,869 | 1,296 | 3.5 | 4.1 | 2.7 | 42.5 | 35.8 | 37.3 |
| Dec. | 1,706 | 1,786 | 1,579 | 3.4 | 3.5 | 3.3 | 42.1 | 35.9 | 36.1 |
| Oct.-Dec. | 5,749 | 5,958 | 4,398 | | | | | | |
| Jan. | 2,002 | 2,129 | 1,666 | 4.4 | 4.3 | 3.2 | 41.2 | 35.4 | 35.0 |
| Feb. | 2,124 | 2,163 | 1,650 | 4.8 | 4.7 | 3.6 | 40.2 | 36.4 | 35.7 |
| Mar. | 1,993 | 2,277 | 1,794 | 4.4 | 4.8 | 3.4 | 41.6 | 38.4 | 35.5 |
| Oct.-Mar. | 12,343 | 13,153 | 9,968 | | | | | | |
| Apr. | 1,942 | 2,147 | 1,858 | 4.1 | 4.4 | 3.6 | 41.2 | 39.6 | 35.6 |
| May | 1,925 | 2,099 | 1,937 | 4.1 | 4.2 | 3.5 | 41.4 | 40.9 | 35.2 |
| Jun. | 1,748 | 2,087 | 1,933 | 3.9 | 4.0 | 3.7 | 41.9 | 40.4 | 34.9 |
| Oct.-Jun. | 18,385 | 19,944 | 16,185 | | | | | | |
| Jul. | 1,815 | 1,714 | 1,674 | 4.0 | 3.4 | 3.3 | 42.1 | 41.2 | 35.0 |
| Aug. | 1,585 | 1,516 | 1,574 | 3.5 | 3.3 | 3.1 | 42.4 | 41.0 | 35.1 |
| Sep. | | 1,600 | 1,525 | | 3.2 | 3.0 | | 41.4 | 35.7 |
| Season | 25,247 | 21,347 | | | | | | 38.4 | 35.5 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59(10) AGRICULTURAL MARKETING SERVICE

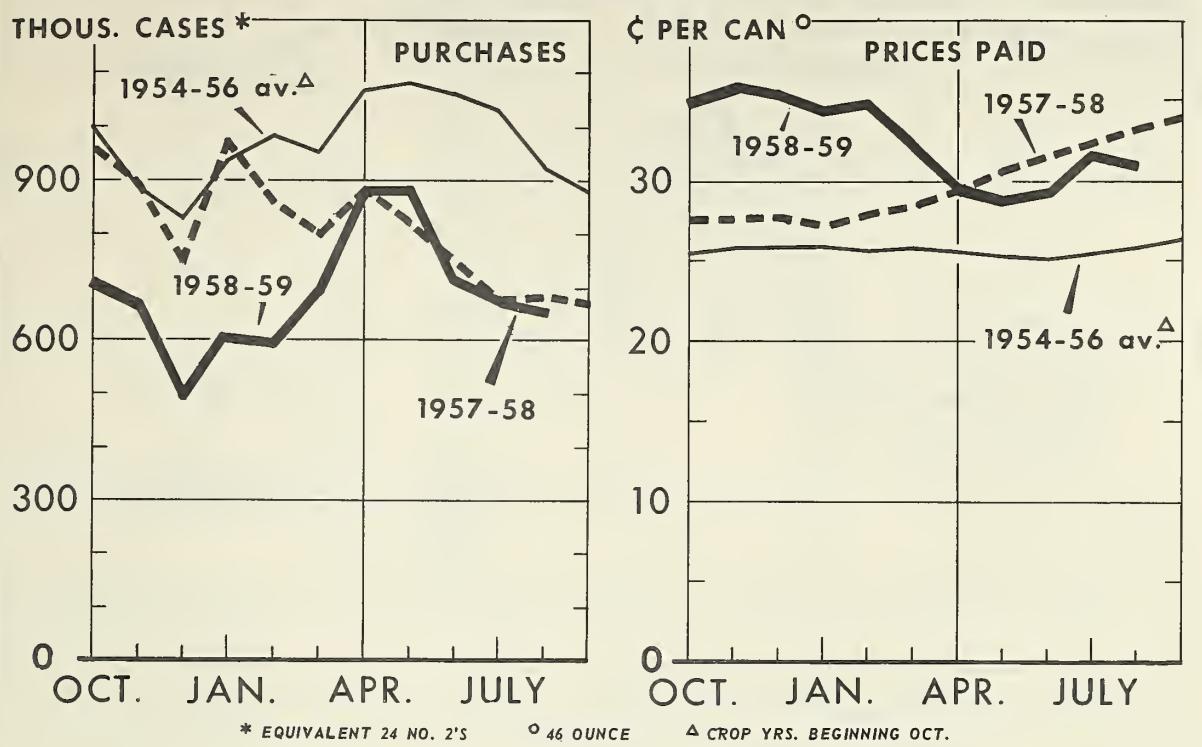
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|----------------|----------------|----------------|-----------------|---------|---------|----------------------------|---------|---------|
| | 1958-59 | 1957-58 | Average | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 996 | 1,268 | 978 | 9.1 | 10.9 | 7.9 | 39.1 | 30.6 | 33.8 |
| Nov. | 846 | 1,313 | 944 | 8.4 | 11.5 | 8.0 | 39.9 | 30.7 | 33.8 |
| Dec. | 754 | 1,042 | 968 | 7.5 | 9.6 | 7.9 | 40.5 | 30.9 | 33.5 |
| Oct.-Dec. | 2,767 | 3,885 | 3,121 | | | | | | |
| Jan. | 791 | 1,353 | 1,055 | 7.6 | 11.8 | 8.0 | 41.6 | 31.1 | 32.7 |
| Feb. | 806 | 1,309 | 1,118 | 8.0 | 11.0 | 9.1 | 42.2 | 31.7 | 32.3 |
| Mar. | 694 | 1,580 | 1,113 | 6.7 | 11.8 | 9.1 | 42.5 | 32.6 | 32.2 |
| Oct.-Mar. | 5,231 | 8,548 | 6,685 | | | | | | |
| Apr. | 734 | 1,504 | 1,033 | 7.0 | 11.4 | 9.2 | 43.5 | 32.8 | 32.4 |
| May | 650 | 1,433 | 1,046 | 6.3 | 11.0 | 8.1 | 44.5 | 33.4 | 32.3 |
| Jun. | 596 | 1,328 | 1,087 | 6.2 | 11.0 | 9.0 | 44.0 | 34.3 | 32.2 |
| Oct.-Jun. | 7,324 | 13,129 | 10,120 | | | | | | |
| Jul. | 623 | 1,277 | 1,110 | 6.3 | 10.4 | 9.9 | 45.4 | 35.2 | 32.0 |
| Aug. | 556 | 1,086 | 1,036 | 5.8 | 9.2 | 9.6 | 45.5 | 36.6 | 32.2 |
| Sep. | | 1,020 | 1,044 | | 9.2 | 9.5 | | 38.3 | 32.5 |
| Season | | 16,721 | 13,566 | | | | | 33.0 | 32.6 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59(10) AGRICULTURAL MARKETING SERVICE

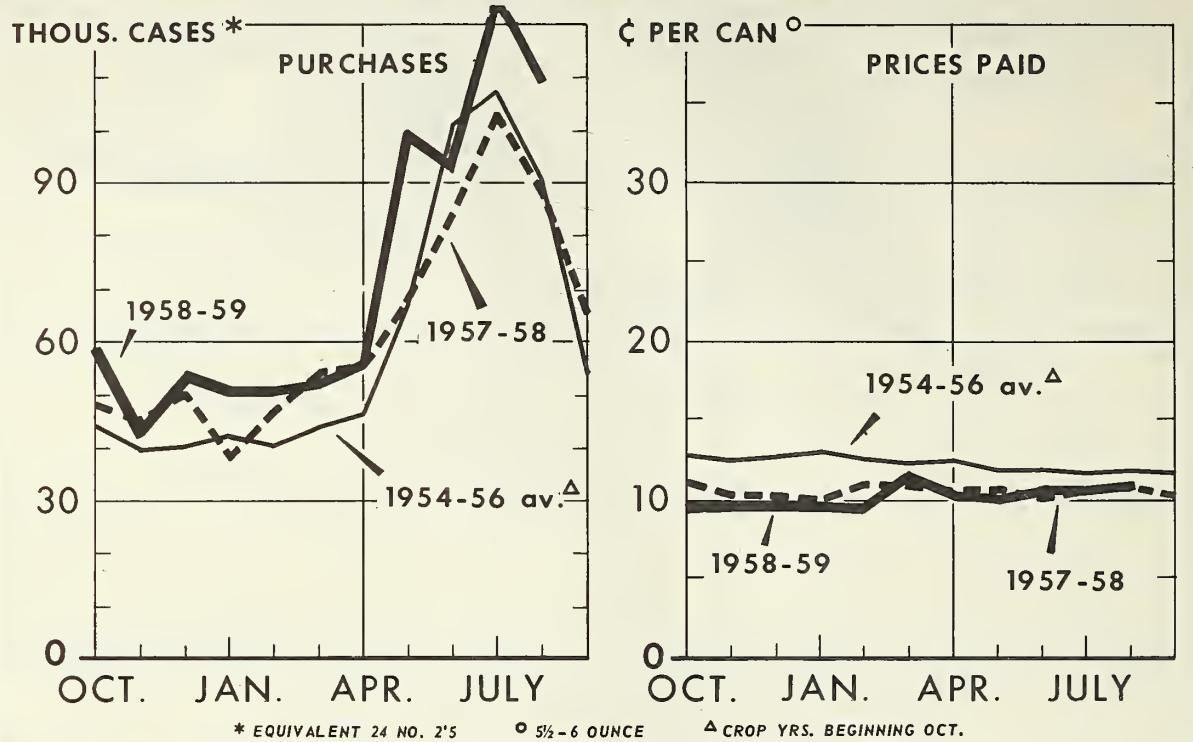
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|----------------|----------------|----------------|-----------------|---------|---------|----------------------------|---------|----------|
| | Average | | | 1958-59 | | | 1957-58 | | |
| | 1958-59 | 1957-58 | 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1954-55/ |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 706 | 959 | 1,015 | 6.6 | 8.1 | 8.0 | 35.0 | 27.4 | 25.6 |
| Nov. | 663 | 894 | 883 | 5.8 | 7.8 | 7.2 | 35.7 | 27.4 | 25.9 |
| Dec. | 502 | 743 | 824 | 5.1 | 6.6 | 6.6 | 35.6 | 27.6 | 25.9 |
| Oct.-Dec. | 2,007 | 2,814 | 2,927 | | | | | | |
| Jan. | 609 | 967 | 938 | 5.8 | 8.5 | 7.9 | 34.5 | 27.3 | 25.9 |
| Feb. | 590 | 855 | 983 | 5.7 | 7.7 | 8.1 | 34.8 | 28.1 | 25.7 |
| Mar. | 689 | 798 | 950 | 6.5 | 6.9 | 7.3 | 32.4 | 28.4 | 25.9 |
| Oct.-Mar. | 4,064 | 5,639 | 6,037 | | | | | | |
| Apr. | 880 | 879 | 1,069 | 7.3 | 7.8 | 8.3 | 29.6 | 29.5 | 25.7 |
| May | 882 | 815 | 1,083 | 7.5 | 7.4 | 8.1 | 28.8 | 30.4 | 25.4 |
| Jun. | 712 | 749 | 1,063 | 6.3 | 7.2 | 7.5 | 29.4 | 31.4 | 25.2 |
| Oct.-Jun. | 6,698 | 8,248 | 9,503 | | | | | | |
| Jul. | 671 | 674 | 1,032 | 5.8 | 6.1 | 7.4 | 31.7 | 32.4 | 25.5 |
| Aug. | 652 | 679 | 922 | 5.7 | 6.6 | 7.2 | 31.0 | 33.3 | 25.9 |
| Sep. | | 664 | 875 | | 6.1 | 7.2 | | 34.1 | 26.5 |
| Season | | 10,431 | 12,557 | | | | | 29.5 | 25.7 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59(10) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 5½-6-oz. can | | |
|-----------|-----------|----------|----------|-----------------|---------|---------|------------------------------|---------|---------|
| | 1958-59 | 1957-58 | Average | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average |
| | cases 2/ | cases 2/ | cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 59 | 48 | 44 | 2.4 | 2.2 | 2.2 | 9.7 | 11.1 | 12.8 |
| Nov. | 43 | 45 | 39 | 2.1 | 2.0 | 1.8 | 9.8 | 10.3 | 12.4 |
| Dec. | 53 | 50 | 40 | 2.2 | 2.3 | 2.0 | 9.8 | 10.3 | 12.7 |
| Oct.-Dec. | 163 | 156 | 137 | | | | | | |
| Jan. | 51 | 38 | 42 | 2.2 | 2.1 | 2.1 | 9.8 | 10.0 | 13.1 |
| Feb. | 51 | 47 | 40 | 2.3 | 2.2 | 2.0 | 9.7 | 11.1 | 12.8 |
| Mar. | 52 | 54 | 44 | 2.4 | 2.3 | 2.5 | 11.5 | 11.0 | 12.4 |
| Oct.-Mar. | 329 | 304 | 274 | | | | | | |
| Apr. | 56 | 55 | 46 | 2.6 | 2.6 | 2.3 | 10.4 | 10.4 | 12.5 |
| May | 99 | 68 | 67 | 3.7 | 3.1 | 2.9 | 10.1 | 10.6 | 12.0 |
| Jun. | 93 | 84 | 101 | 4.2 | 3.6 | 4.5 | 10.7 | 10.0 | 12.0 |
| Oct.-Jun. | 609 | 525 | 506 | | | | | | |
| Jul. | 125 | 113 | 117 | 4.5 | 4.6 | 4.5 | 10.6 | 10.6 | 11.8 |
| Aug. | 109 | 88 | 90 | 3.9 | 3.5 | 3.4 | 11.0 | 10.7 | 11.9 |
| Sep. | 65 | 54 | | 2.8 | 2.6 | | | 10.3 | 11.7 |
| Season | 812 | 786 | | | | | | 10.5 | 12.2 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|-------------------|-------------------|---------------------|-----------------|---------|---------|----------------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 1,201 | 1,248 | 1,352 | 11.6 | 12.2 | 12.5 | 30.5 | 29.6 | 27.9 |
| Nov. | 1,056 | 1,277 | 1,220 | 10.4 | 12.9 | 12.6 | 30.8 | 29.0 | 28.4 |
| Dec. | 997 | 1,121 | 1,174 | 9.7 | 11.0 | 12.4 | 32.0 | 29.3 | 28.4 |
| Oct.-Dec. | 3,501 | 3,886 | 4,027 | | | | | | |
| Jan. | 1,056 | 1,264 | 1,285 | 10.4 | 12.1 | 12.5 | 31.9 | 29.3 | 28.1 |
| Feb. | 1,029 | 1,304 | 1,424 | 10.0 | 12.4 | 12.7 | 32.1 | 28.5 | 27.7 |
| Mar. | 1,079 | 1,297 | 1,400 | 10.4 | 12.4 | 12.9 | 32.2 | 29.1 | 27.5 |
| Oct.-Mar. | 6,929 | 8,046 | 8,507 | | | | | | |
| Apr. | 1,066 | 1,172 | 1,388 | 10.6 | 11.8 | 12.5 | 32.5 | 29.6 | 27.4 |
| May | 926 | 1,368 | 1,312 | 9.3 | 12.6 | 11.2 | 32.1 | 29.0 | 27.7 |
| Jun. | 941 | 1,284 | 1,335 | 9.4 | 12.3 | 10.8 | 32.7 | 28.6 | 27.7 |
| Oct.-Jun. | 10,046 | 12,164 | 12,878 | | | | | | |
| Jul. | 836 | 1,239 | 1,253 | 8.7 | 12.1 | 11.7 | 33.4 | 29.5 | 28.0 |
| Aug. | 1,007 | 1,345 | 1,251 | 9.2 | 12.2 | 10.2 | 31.4 | 29.1 | 28.0 |
| Sep. | | 1,138 | 1,248 | | 10.8 | 9.9 | | 30.1 | 28.1 |
| Season | | 16,174 | 16,906 | | | | | 28.5 | 27.9 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

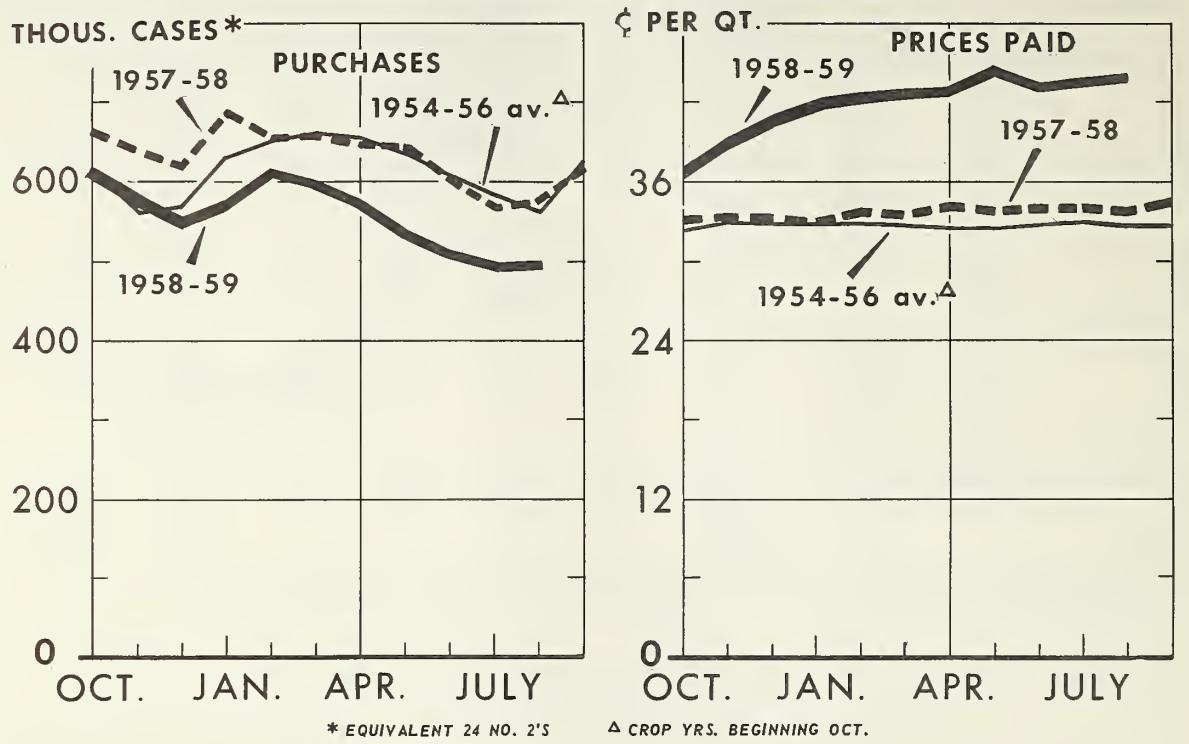
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|-------------------|-------------------|-------------------|-----------------|---------|---------|----------------------------|---------|---------|
| | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 935 | 718 | 276 | 8.5 | 6.8 | 2.8 | 30.0 | 29.8 | 28.0 |
| Nov. | 997 | 599 | 232 | 9.1 | 6.0 | 2.2 | 29.4 | 30.4 | 28.2 |
| Dec. | 862 | 471 | 186 | 7.5 | 5.0 | 2.4 | 30.0 | 31.1 | 28.6 |
| Oct.-Dec. | 2,978 | 1,911 | 764 | | | | | | |
| Jan. | 1,026 | 585 | 272 | 8.9 | 5.9 | 2.8 | 30.3 | 30.4 | 29.2 |
| Feb. | 1,169 | 748 | 309 | 9.9 | 6.9 | 3.4 | 29.7 | 29.6 | 29.2 |
| Mar. | 973 | 755 | 423 | 8.6 | 6.9 | 3.9 | 30.5 | 29.4 | 29.3 |
| Oct.-Mar. | 6,433 | 4,183 | 1,850 | | | | | | |
| Apr. | 1,000 | 621 | 443 | 8.5 | 6.3 | 4.4 | 30.5 | 30.9 | 29.2 |
| May | 1,079 | 808 | 549 | 9.4 | 7.3 | 5.7 | 29.9 | 30.2 | 27.9 |
| Jun. | 963 | 1,068 | 671 | 8.1 | 9.2 | 7.6 | 30.3 | 29.1 | 27.7 |
| Oct.-Jun. | 9,701 | 6,890 | 3,630 | | | | | | |
| Jul. | 956 | 973 | 813 | 8.4 | 8.8 | 7.1 | 30.9 | 29.6 | 28.1 |
| Aug. | 1,071 | 919 | 828 | 8.4 | 8.6 | 7.1 | 30.3 | 29.9 | 28.4 |
| Sep. | | 785 | 610 | | 7.1 | 6.1 | | 31.0 | 29.3 |
| Season | | 9,794 | 6,024 | | | | | 30.0 | 28.5 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59(10) AGRICULTURAL MARKETING SERVICE.

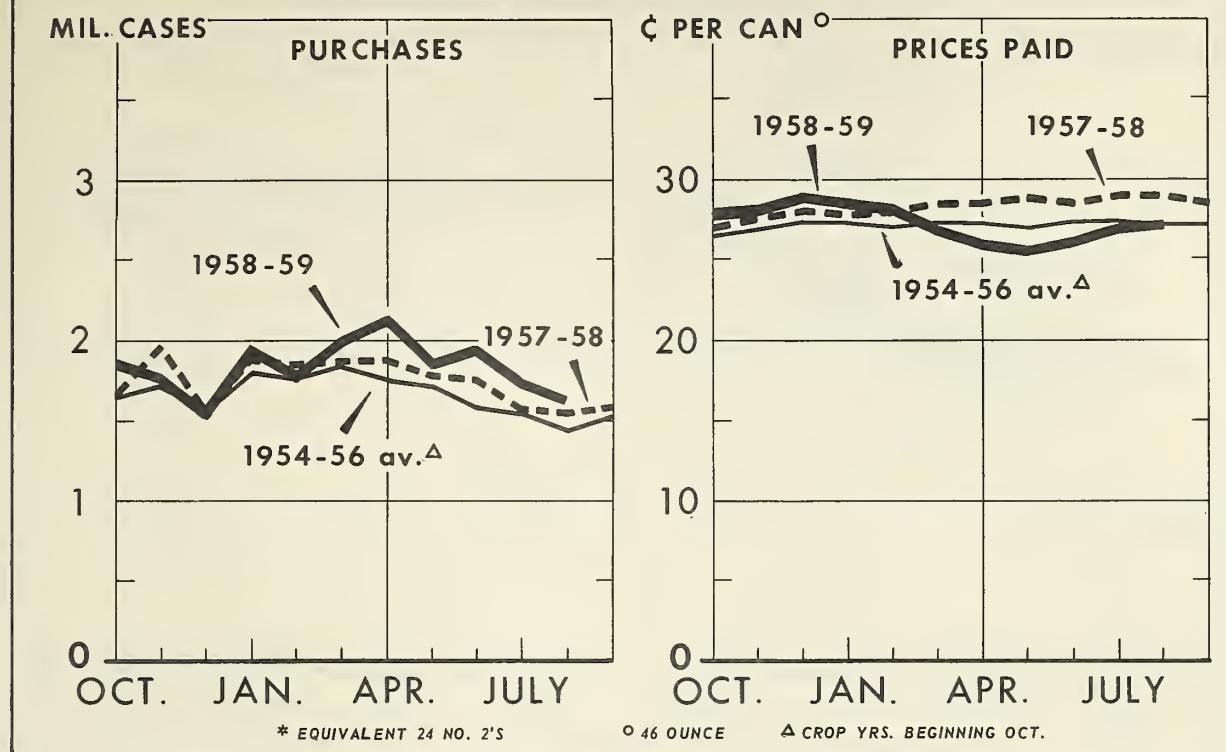
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per quart | | |
|-----------|-------------------|-------------------|-------------------|--|---------|---------|---------------------------------|-------|-------|
| | : Average | | | : 1958-59 : 1957-58 : 1954-55/ : 1956-57 : | | | : 1958-59 : 1957-58 : 1956-57 : | | |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 613 | 666 | 615 | 7.1 | 7.7 | 8.1 | 36.7 | 33.0 | 32.3 |
| Nov. | 578 | 634 | 562 | 7.0 | 7.4 | 7.6 | 38.9 | 33.2 | 32.8 |
| Dec. | 552 | 619 | 569 | 6.7 | 7.3 | 7.6 | 40.5 | 33.1 | 32.7 |
| Oct.-Dec. | 1,859 | 2,047 | 1,872 | | | | | | |
| Jan. | 572 | 684 | 629 | 7.1 | 7.7 | 7.8 | 42.0 | 32.9 | 32.7 |
| Feb. | 608 | 655 | 651 | 7.3 | 7.5 | 7.6 | 42.3 | 33.6 | 32.7 |
| Mar. | 596 | 659 | 660 | 6.9 | 7.6 | 8.9 | 42.6 | 33.4 | 32.6 |
| Oct.-Mar. | 3,768 | 4,205 | 3,972 | | | | | | |
| Apr. | 572 | 644 | 653 | 6.9 | 7.4 | 8.0 | 42.9 | 34.0 | 32.4 |
| May | 536 | 642 | 636 | 6.3 | 7.0 | 7.4 | 44.2 | 33.7 | 32.4 |
| Jun. | 507 | 600 | 603 | 6.0 | 6.7 | 7.2 | 43.2 | 33.9 | 32.6 |
| Oct.-Jun. | 5,477 | 6,200 | 6,011 | | | | | | |
| Jul. | 492 | 566 | 585 | 6.3 | 6.8 | 7.2 | 43.4 | 33.9 | 32.9 |
| Aug. | 494 | 577 | 566 | 6.1 | 6.5 | 7.0 | 43.8 | 33.8 | 32.7 |
| Sep. | | 617 | 623 | | 6.8 | 7.8 | | 34.3 | 32.7 |
| Season | | 8,091 | 7,923 | | | | | 33.6 | 32.6 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59(10) AGRICULTURAL MARKETING SERVICE

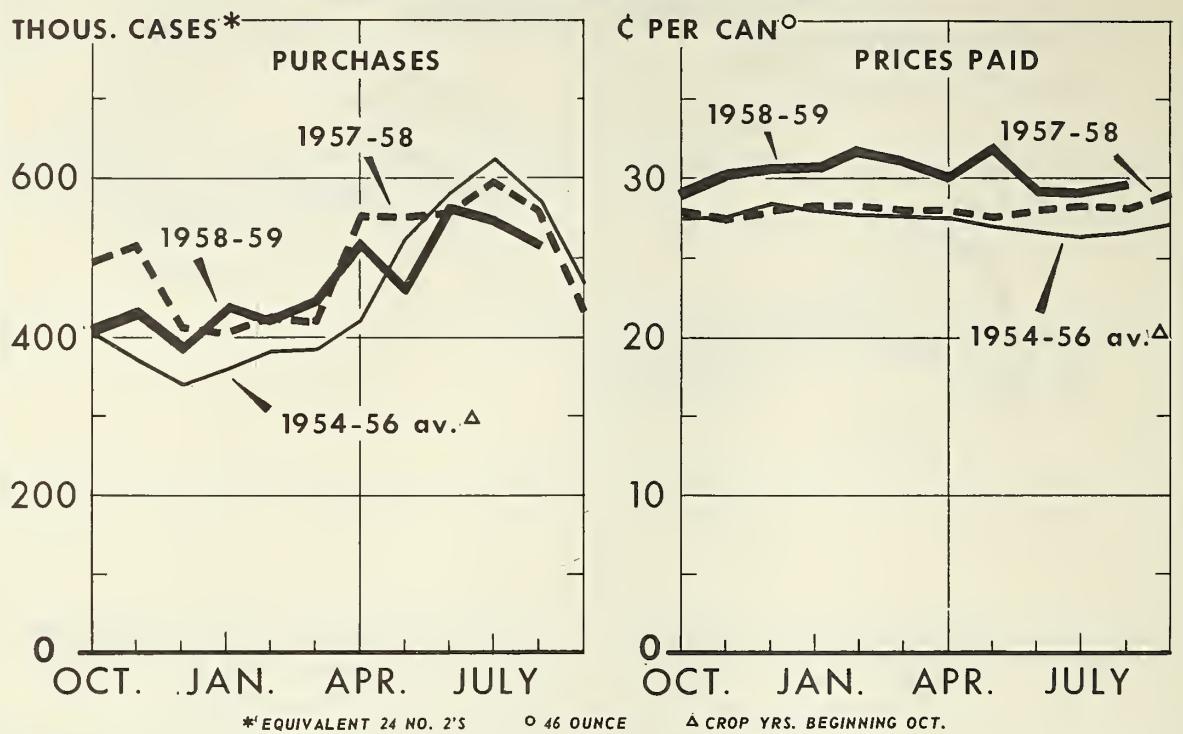
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|----------------|----------------|----------------|-----------------|---------|---------|----------------------------|---------|----------|
| | 1958-59 | 1957-58 | Average | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average |
| | 1954-55/ | 1954-55/ | 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1954-55/ |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 1,867 | 1,663 | 1,640 | 17.0 | 16.5 | 16.3 | 27.8 | 27.0 | 26.5 |
| Nov. | 1,759 | 1,985 | 1,720 | 16.3 | 20.9 | 16.8 | 28.1 | 27.5 | 26.9 |
| Dec. | 1,560 | 1,560 | 1,582 | 15.9 | 16.1 | 16.8 | 28.9 | 28.0 | 27.4 |
| Oct.-Dec. | 5,596 | 5,644 | 5,390 | | | | | | |
| Jan. | 1,952 | 1,892 | 1,818 | 18.1 | 18.8 | 17.8 | 28.5 | 27.7 | 27.4 |
| Feb. | 1,795 | 1,859 | 1,773 | 17.6 | 18.1 | 18.2 | 28.0 | 27.9 | 27.0 |
| Mar. | 2,033 | 1,873 | 1,846 | 18.1 | 18.1 | 19.2 | 26.9 | 28.5 | 27.3 |
| Oct.-Mar. | 11,853 | 11,824 | 11,282 | | | | | | |
| Apr. | 2,127 | 1,876 | 1,755 | 18.5 | 18.6 | 18.9 | 26.0 | 28.5 | 27.2 |
| May | 1,846 | 1,794 | 1,715 | 16.0 | 17.4 | 18.1 | 25.6 | 28.7 | 27.0 |
| Jun. | 1,933 | 1,751 | 1,593 | 16.9 | 17.1 | 17.3 | 26.1 | 28.5 | 27.4 |
| Oct.-Jun. | 18,104 | 17,602 | 16,772 | | | | | | |
| Jul. | 1,712 | 1,573 | 1,553 | 15.0 | 17.2 | 16.1 | 26.9 | 29.1 | 27.5 |
| Aug. | 1,621 | 1,554 | 1,449 | 14.2 | 14.5 | 16.1 | 27.1 | 29.0 | 27.3 |
| Sep. | | 1,596 | 1,536 | | 15.6 | 16.1 | | 28.5 | 27.2 |
| Season | | 22,704 | 21,657 | | | | | 28.2 | 27.2 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59(10) AGRICULTURAL MARKETING SERVICE

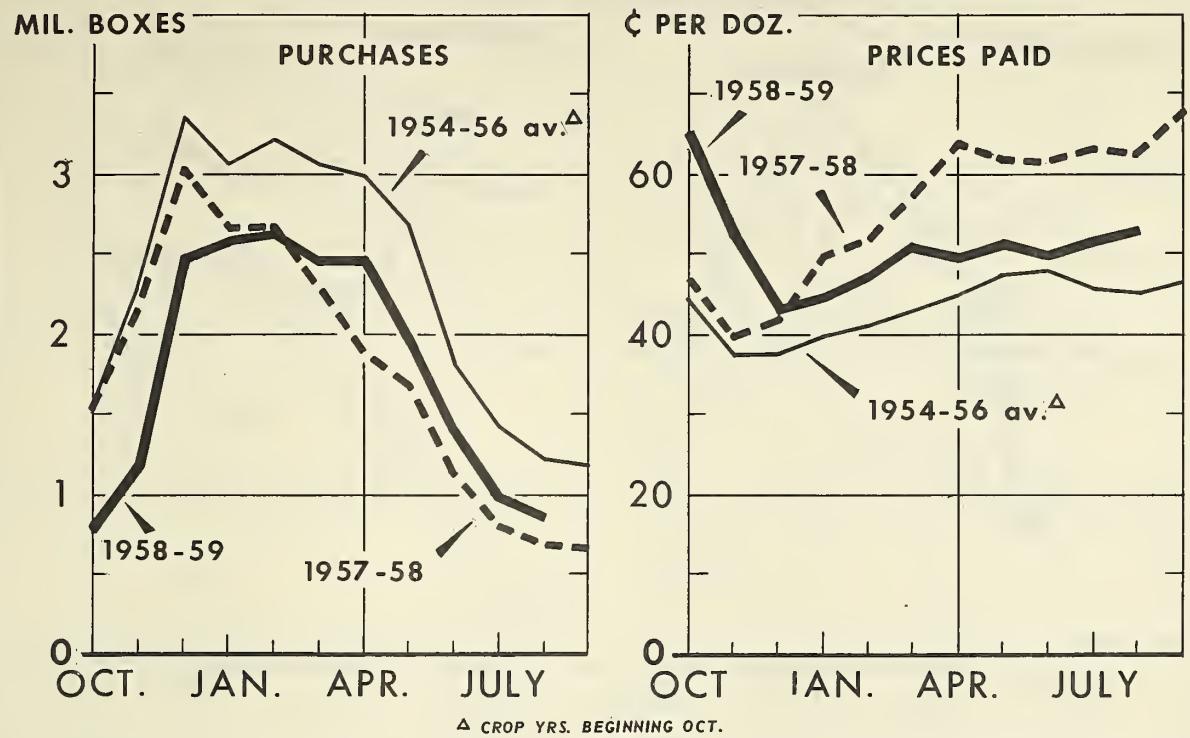
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per 46-oz. can | | |
|-----------|-------------------|-------------------|--------------------------------|-----------------|---------|---------|----------------------------|---------|--------------------------------|
| | | | | | | | | | |
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 408 | 494 | 403 | 3.1 | 3.9 | 3.4 | 29.3 | 28.0 | 27.5 |
| Nov. | 431 | 518 | 373 | 3.4 | 3.6 | 3.4 | 30.1 | 27.5 | 27.5 |
| Dec. | 390 | 412 | 340 | 2.8 | 3.0 | 2.9 | 30.5 | 27.9 | 28.2 |
| Oct.-Dec. | 1,304 | 1,514 | 1,190 | | | | | | |
| Jan. | 440 | 402 | 359 | 3.5 | 2.9 | 2.6 | 30.6 | 28.2 | 28.0 |
| Feb. | 421 | 424 | 383 | 3.3 | 3.2 | 3.2 | 31.5 | 28.2 | 27.8 |
| Mar. | 444 | 417 | 385 | 3.7 | 3.2 | 3.2 | 31.0 | 27.8 | 27.7 |
| Oct.-Mar. | 2,691 | 2,867 | 2,422 | | | | | | |
| Apr. | 517 | 553 | 420 | 4.0 | 4.4 | 3.4 | 30.3 | 27.9 | 27.5 |
| May | 461 | 550 | 524 | 3.6 | 3.7 | 4.2 | 31.7 | 27.4 | 27.0 |
| Jun. | 568 | 553 | 581 | 4.2 | 4.1 | 4.8 | 29.4 | 27.8 | 26.6 |
| Oct.-Jun. | 4,409 | 4,678 | 4,069 | | | | | | |
| Jul. | 542 | 594 | 621 | 3.9 | 4.6 | 4.4 | 29.2 | 28.1 | 26.3 |
| Aug. | 513 | 559 | 572 | 4.0 | 4.0 | 4.4 | 29.7 | 28.0 | 26.6 |
| Sep. | | 428 | 466 | | 3.5 | 3.4 | | 29.0 | 27.1 |
| Season | | 6,358 | 5,875 | | | | | 28.0 | 27.2 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59(10) AGRICULTURAL MARKETING SERVICE.

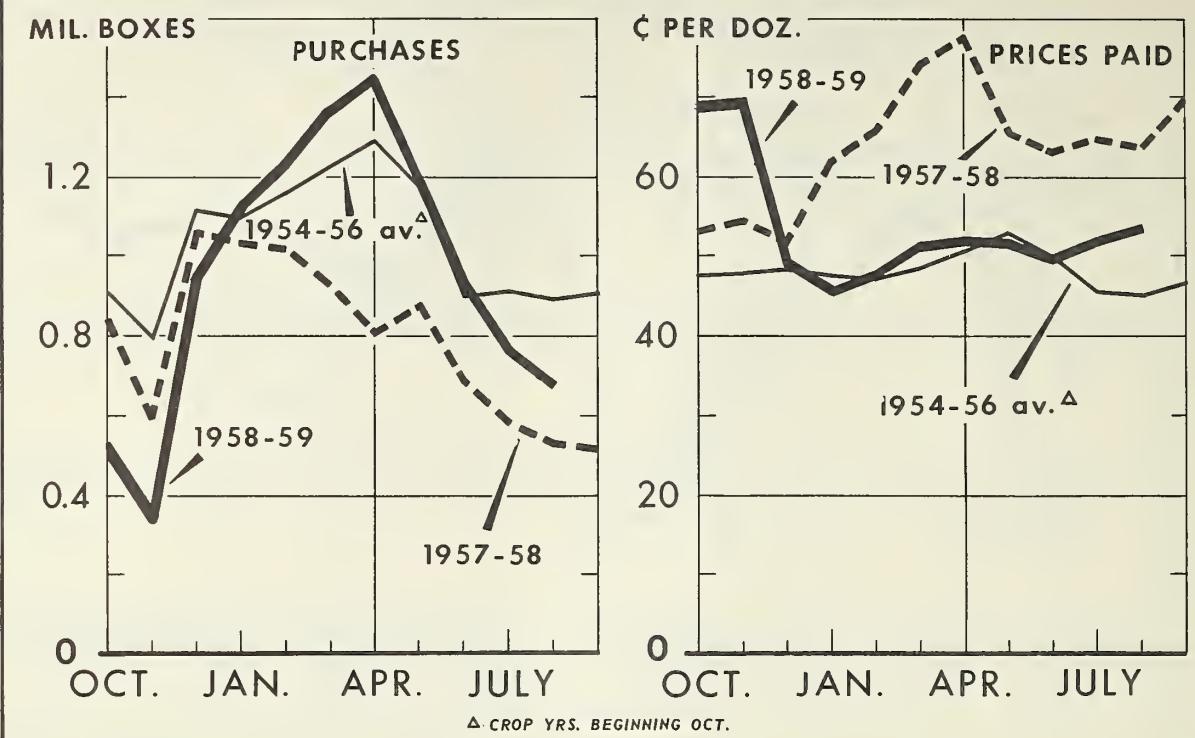
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|----------------|----------------|--------------------------------|-----------------|---------|---------|-----------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 750 | 1,526 | 1,506 | 16.3 | 29.0 | 25.7 | 64.7 | 46.9 | 44.2 |
| Nov. | 1,176 | 2,162 | 2,276 | 26.3 | 36.8 | 37.7 | 52.3 | 39.8 | 37.5 |
| Dec. | 2,474 | 3,039 | 3,360 | 44.8 | 48.1 | 47.5 | 43.4 | 41.6 | 37.9 |
| Oct.-Dec. | 4,749 | 7,343 | 7,900 | | | | | | |
| Jan. | 2,585 | 2,666 | 3,060 | 41.8 | 41.2 | 43.4 | 44.6 | 49.5 | 39.9 |
| Feb. | 2,623 | 2,670 | 3,214 | 42.8 | 44.0 | 43.7 | 46.6 | 51.9 | 40.9 |
| Mar. | 2,465 | 2,297 | 3,059 | 40.5 | 39.7 | 42.0 | 50.1 | 56.8 | 43.0 |
| Oct.-Mar. | 13,085 | 15,578 | 15,167 | | | | | | |
| Apr. | 2,466 | 1,884 | 2,986 | 38.2 | 33.7 | 42.8 | 49.9 | 63.7 | 44.8 |
| May | 1,976 | 1,686 | 2,682 | 34.5 | 32.1 | 39.8 | 51.2 | 62.0 | 47.4 |
| Jun. | 1,401 | 1,125 | 1,801 | 27.5 | 24.2 | 33.6 | 49.8 | 61.5 | 47.8 |
| Oct.-Jun. | 19,210 | 20,651 | 26,025 | | | | | | |
| Jul. | 992 | 801 | 1,422 | 19.9 | 17.0 | 25.8 | 51.6 | 62.8 | 45.4 |
| Aug. | 865 | 685 | 1,207 | 16.9 | 14.9 | 21.2 | 53.1 | 62.3 | 45.2 |
| Sep. | | 660 | 1,170 | | 13.3 | 20.8 | | 67.8 | 46.2 |
| Season | | 22,970 | 30,113 | | | | | 52.2 | 42.6 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59(10) AGRICULTURAL MARKETING SERVICE

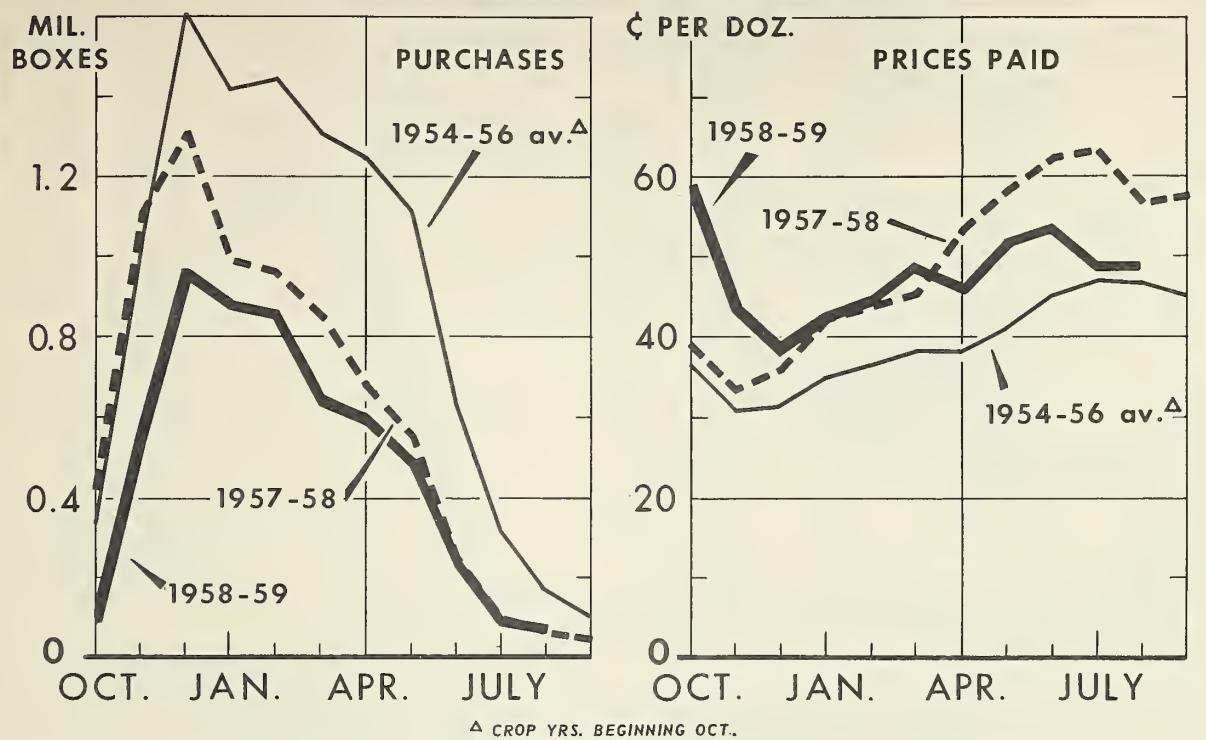
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|-------------|-------------|-------------|-----------------|---------|---------|-----------------------|---------|----------|
| | Average | | | 1958-59 | | | 1957-58 | | |
| | 1958-59 | 1957-58 | 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1954-55/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 525 | 842 | 912 | 11.6 | 17.8 | 18.9 | 68.4 | 53.1 | 47.7 |
| Nov. | 338 | 593 | 799 | 9.8 | 13.9 | 18.2 | 69.2 | 54.4 | 47.8 |
| Dec. | 947 | 1,060 | 1,114 | 23.6 | 24.0 | 24.3 | 48.9 | 51.9 | 48.3 |
| Oct.-Dec. | 1,894 | 2,701 | 3,083 | | | | | | |
| Jan. | 1,131 | 1,031 | 1,092 | 22.5 | 21.4 | 20.1 | 45.7 | 61.9 | 47.8 |
| Feb. | 1,221 | 1,017 | 1,159 | 23.4 | 21.6 | 20.5 | 47.9 | 65.8 | 46.9 |
| Mar. | 1,374 | 922 | 1,227 | 26.2 | 20.3 | 21.4 | 51.4 | 74.5 | 48.5 |
| Oct.-Mar. | 5,935 | 5,924 | 6,865 | | | | | | |
| Apr. | 1,435 | 803 | 1,291 | 25.8 | 18.5 | 23.6 | 52.1 | 77.7 | 50.7 |
| May | 1,195 | 872 | 1,176 | 24.3 | 21.2 | 22.8 | 51.8 | 65.6 | 53.0 |
| Jun. | 932 | 685 | 900 | 20.6 | 17.6 | 21.7 | 49.8 | 62.9 | 50.1 |
| Oct.-Jun. | 9,700 | 8,515 | 10,453 | | | | | | |
| Jul. | 770 | 587 | 914 | 16.2 | 13.4 | 19.0 | 51.9 | 64.8 | 45.5 |
| Aug. | 676 | 529 | 889 | 13.8 | 11.9 | 16.7 | 53.5 | 64.0 | 45.3 |
| Sep. | | 517 | 908 | | 10.6 | 17.0 | | 70.3 | 46.6 |
| Season | | 10,280 | 13,393 | | | | | 63.2 | 48.3 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (9) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|-------------|-------------|-------------|-----------------|---------|---------|-----------------------|---------|----------|
| | Average | | | 1958-59 | | | 1957-58 | | |
| | 1958-59 | 1957-58 | 1954-55/ | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1954-55/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 85 | 427 | 337 | 2.1 | 9.0 | 3.9 | 58.8 | 39.0 | 36.3 |
| Nov. | 545 | 1,114 | 1,043 | 11.8 | 18.4 | 16.4 | 43.5 | 33.4 | 30.9 |
| Dec. | 964 | 1,310 | 1,609 | 15.7 | 18.7 | 20.3 | 38.6 | 35.9 | 31.5 |
| Oct.-Dec. | 1,764 | 3,135 | 3,343 | | | | | | |
| Jan. | 879 | 991 | 1,419 | 15.2 | 14.4 | 19.2 | 43.1 | 42.0 | 34.7 |
| Feb. | 859 | 959 | 1,442 | 14.9 | 16.2 | 18.8 | 45.0 | 43.6 | 36.7 |
| Mar. | 646 | 851 | 1,301 | 11.0 | 15.0 | 16.7 | 49.0 | 45.1 | 38.2 |
| Oct.-Mar. | 4,353 | 6,153 | 7,848 | | | | | | |
| Apr. | 606 | 675 | 1,244 | 9.7 | 11.3 | 16.1 | 46.0 | 52.9 | 38.2 |
| May | 486 | 552 | 1,118 | 8.3 | 8.8 | 14.7 | 51.5 | 58.1 | 40.7 |
| Jun. | 238 | 264 | 639 | 4.5 | 4.3 | 10.5 | 53.6 | 62.1 | 45.0 |
| Oct.-Jun. | 5,722 | 7,741 | 11,067 | | | | | | |
| Jul. | 98 | 104 | 317 | 1.8 | 1.9 | 5.6 | 48.3 | 62.9 | 46.8 |
| Aug. | 68 | 66 | 175 | 1.3 | 1.4 | 3.0 | 48.5 | 56.7 | 46.6 |
| Sep. | 55 | 110 | | 1.1 | 2.0 | | | 57.5 | 45.1 |
| Season | 7,977 | 11,697 | | | | | | 42.5 | 36.5 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|----------------|----------------|--------------------------------|-----------------|---------|---------|-----------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 2/ | 156 | 74 | 0.9 | 3.0 | 1.9 | 2/ | 80.7 | 102.1 |
| Nov. | 107 | 137 | 102 | 2.2 | 2.6 | 2.0 | 82.3 | 79.5 | 87.4 |
| Dec. | 197 | 201 | 163 | 3.0 | 2.8 | 3.4 | 83.8 | 69.1 | 73.0 |
| Oct.-Dec. | 384 | 535 | 388 | | | | | | |
| Jan. | 200 | 226 | 198 | 2.8 | 3.3 | 3.0 | 80.8 | 67.0 | 71.3 |
| Feb. | 243 | 279 | 204 | 3.1 | 3.9 | 3.3 | 77.4 | 71.5 | 70.5 |
| Mar. | 239 | 281 | 209 | 3.1 | 3.9 | 3.3 | 78.4 | 71.7 | 71.8 |
| Oct.-Mar. | 1,129 | 1,390 | 1,052 | | | | | | |
| Apr. | 239 | 283 | 200 | 3.2 | 4.3 | 3.1 | 81.9 | 79.5 | 71.4 |
| May | 216 | 258 | 178 | 3.1 | 4.8 | 2.8 | 93.1 | 92.0 | 78.0 |
| Jun. | 167 | 175 | 148 | 2.9 | 3.9 | 2.6 | 103.0 | 112.5 | 89.1 |
| Oct.-Jun. | 1,780 | 2,148 | 1,620 | | | | | | |
| Jul. | 84 | 97 | 89 | 2.0 | 2.5 | 2.5 | 129.4 | 134.0 | 104.5 |
| Aug. | 91 | 76 | 82 | 2.4 | 2.0 | 2.4 | 119.3 | 143.7 | 115.0 |
| Sep. | | 38 | 89 | | 1.2 | 2.9 | | 153.4 | 110.7 |
| Season | | 2,376 | 1,902 | | | | | 84.3 | 81.2 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

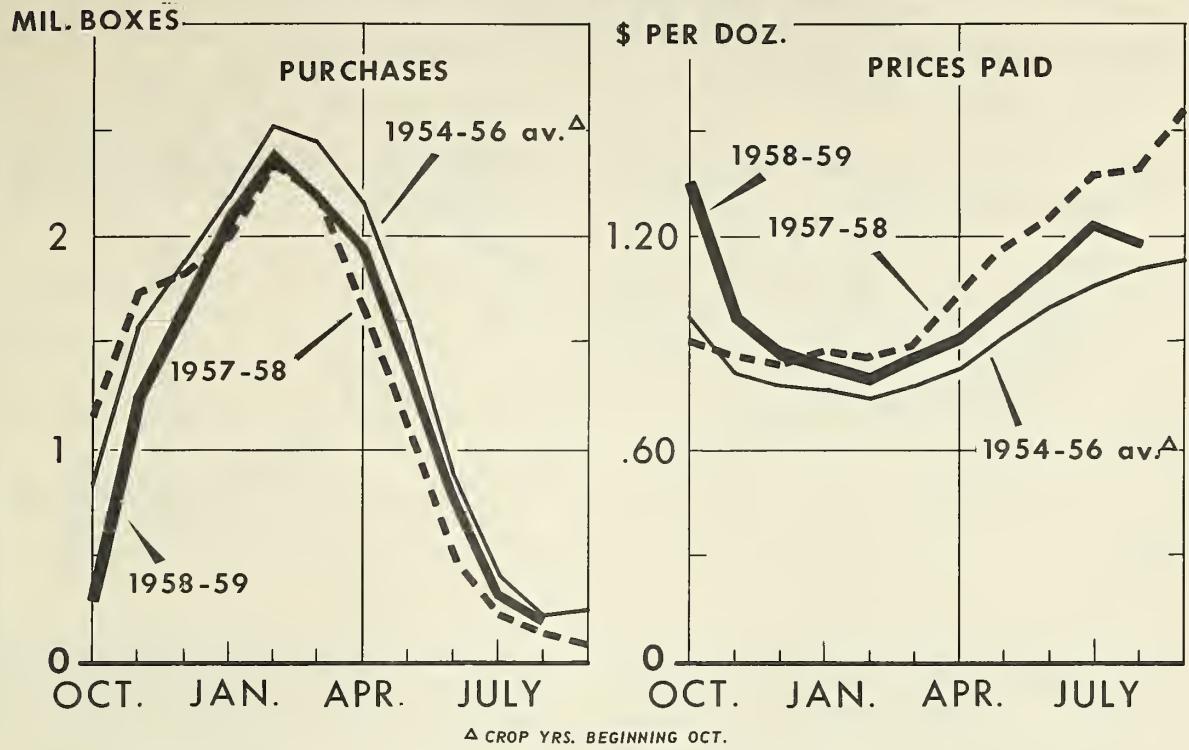
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|----------------|----------------|--------------------------------|-----------------|---------|---------|-----------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 133 | 628 | 409 | 4.4 | 13.3 | 6.6 | 121.6 | 92.3 | 94.4 |
| Nov. | 690 | 1,066 | 920 | 13.4 | 17.0 | 15.8 | 98.9 | 87.5 | 82.8 |
| Dec. | 916 | 1,024 | 1,092 | 14.2 | 15.3 | 17.9 | 91.2 | 92.7 | 80.7 |
| Oct.-Dec. | 1,910 | 2,985 | 2,701 | | | | | | |
| Jan. | 1,091 | 1,028 | 1,219 | 16.1 | 15.2 | 18.2 | 90.2 | 99.2 | 81.7 |
| Feb. | 1,300 | 1,137 | 1,442 | 17.4 | 17.0 | 19.7 | 85.3 | 97.1 | 78.4 |
| Mar. | 1,260 | 1,055 | 1,448 | 17.3 | 16.3 | 19.4 | 89.8 | 100.9 | 80.7 |
| Oct.-Mar. | 5,883 | 6,500 | 7,188 | | | | | | |
| Apr. | 1,170 | 793 | 1,285 | 16.2 | 12.8 | 17.6 | 93.9 | 118.4 | 85.4 |
| May | 804 | 490 | 940 | 12.3 | 9.4 | 13.9 | 104.7 | 142.8 | 95.9 |
| Jun. | 384 | 135 | 462 | 7.1 | 3.3 | 8.5 | 116.3 | 148.8 | 105.6 |
| Oct.-Jun. | 8,306 | 7,987 | 10,055 | | | | | | |
| Jul. | 146 | 36 | 169 | 2.9 | 1.1 | 3.8 | 116.8 | 150.4 | 108.6 |
| Aug. | 55 | 2/ | 65 | 1.1 | .5 | 1.5 | 112.1 | 2/ | 111.1 |
| Sep. | | 2/ | 76 | | .3 | 4.3 | | 2/ | 112.0 |
| Season | | 8,052 | 10,371 | | | | | 101.1 | 85.1 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59(10) AGRICULTURAL MARKETING SERVICE

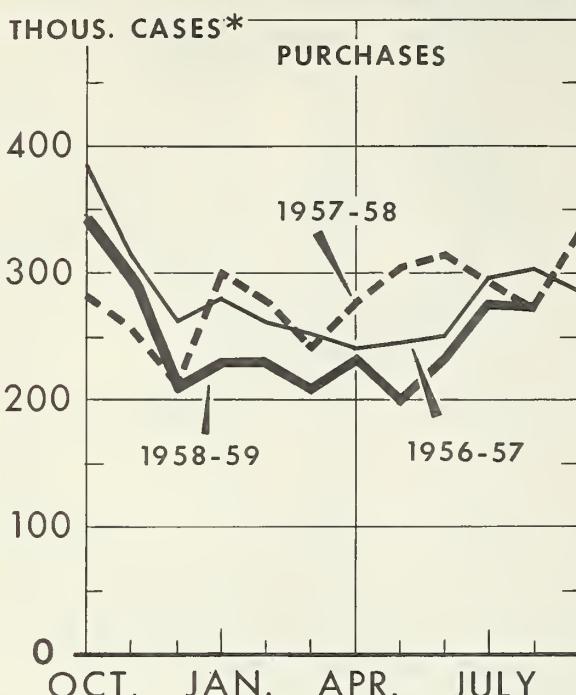
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | | | |
|-----------|----------------|----------------|----------------|--------------------------------|---------|---------|-----------------------|---------|---------|-------|--------------------------------|
| | 1958-59 | | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | | 1957-58 | 1956-57 | 1958-59 | | Average 1954-55/ 1956-57 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents | Cents | |
| Oct. | 291 | 1,152 | 827 | 9.0 | 22.7 | 12.8 | 134.0 | 90.8 | 96.8 | | |
| Nov. | 1,243 | 1,726 | 1,583 | 23.4 | 26.6 | 24.6 | 96.7 | 85.9 | 82.4 | | |
| Dec. | 1,664 | 1,825 | 1,889 | 25.0 | 24.8 | 27.9 | 87.8 | 83.8 | 78.5 | | |
| Oct.-Dec. | 3,543 | 5,146 | 4,787 | | | | | | | | |
| Jan. | 2,105 | 2,000 | 2,199 | 28.4 | 27.7 | 29.8 | 83.6 | 88.5 | 77.4 | | |
| Feb. | 2,376 | 2,336 | 2,526 | 30.4 | 31.4 | 31.8 | 80.8 | 86.1 | 74.3 | | |
| Mar. | 2,178 | 2,193 | 2,440 | 28.2 | 30.1 | 30.9 | 86.1 | 89.6 | 77.7 | | |
| Oct.-Mar. | 10,749 | 12,266 | 12,619 | | | | | | | | |
| Apr. | 1,958 | 1,638 | 2,153 | 26.6 | 23.7 | 28.4 | 91.2 | 103.0 | 82.1 | | |
| May | 1,383 | 1,085 | 1,587 | 20.1 | 18.4 | 22.4 | 101.4 | 116.6 | 91.5 | | |
| Jun. | 774 | 496 | 896 | 13.2 | 10.0 | 14.7 | 111.8 | 125.0 | 99.9 | | |
| Oct.-Jun. | 14,992 | 15,656 | 17,573 | | | | | | | | |
| Jul. | 312 | 226 | 421 | 6.3 | 5.3 | 8.6 | 122.7 | 137.0 | 105.9 | | |
| Aug. | 200 | 137 | 225 | 4.3 | 3.3 | 5.2 | 118.8 | 138.2 | 111.4 | | |
| Sep. | | 81 | 256 | | 2.3 | 10.2 | | 155.3 | 112.7 | | |
| Season | | 16,128 | 18,519 | | | | | 94.0 | 83.0 | | |

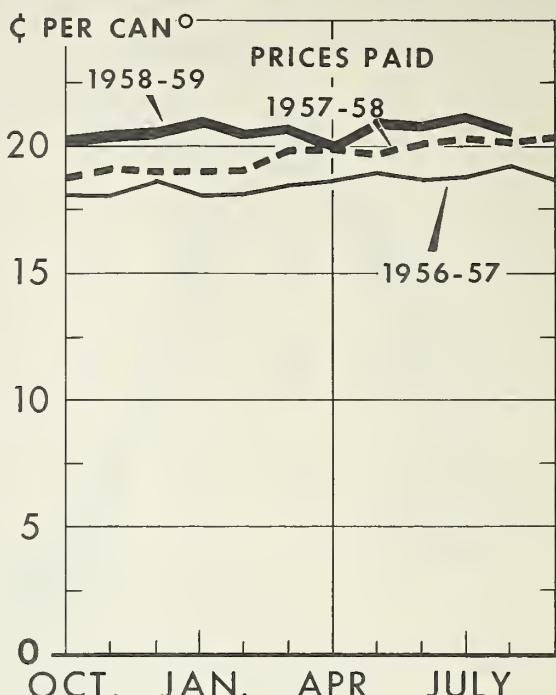
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S



○ NO. 303

U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59(10) AGRICULTURAL MARKETING SERVICE

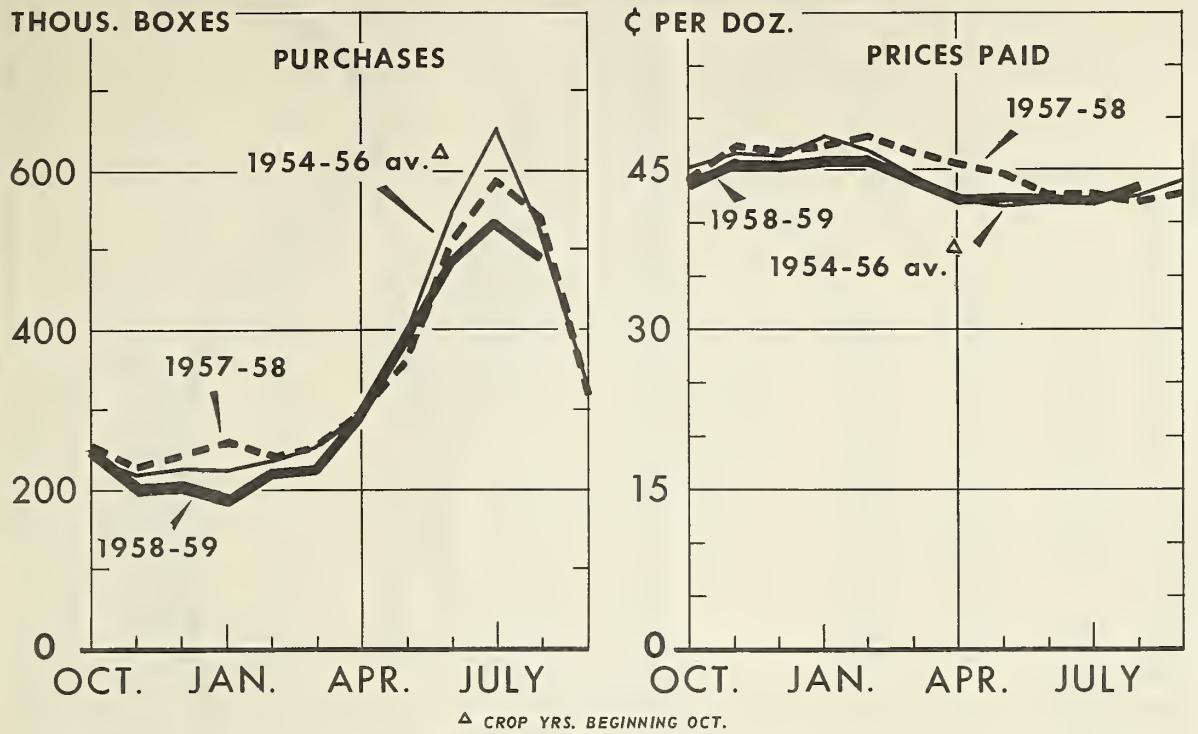
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

| Period 1/ | Purchases | | | Families buying | | | Prices paid per No. 303 can | | |
|-----------|----------------|----------------|----------------|-----------------|---------|---------|-----------------------------|---------|---------|
| | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | 1956-57 |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 345 | 282 | 384 | 5.7 | 5.2 | 6.7 | 20.3 | 18.7 | 18.1 |
| Nov. | 289 | 256 | 313 | 5.5 | 4.8 | 5.6 | 20.4 | 19.1 | 18.0 |
| Dec. | 211 | 209 | 261 | 4.0 | 4.1 | 5.0 | 20.5 | 19.0 | 18.6 |
| Oct.-Dec. | 897 | 803 | 994 | | | | | | |
| Jan. | 229 | 300 | 280 | 4.6 | 5.4 | 5.3 | 21.0 | 19.0 | 18.1 |
| Feb. | 230 | 279 | 260 | 4.1 | 5.3 | 5.0 | 20.4 | 19.0 | 18.1 |
| Mar. | 209 | 240 | 250 | 4.1 | 4.7 | 4.6 | 20.7 | 19.8 | 18.5 |
| Oct.-Mar. | 1,628 | 1,675 | 1,853 | | | | | | |
| Apr. | 231 | 278 | 238 | 4.3 | 5.1 | 5.0 | 20.1 | 19.8 | 18.6 |
| May | 200 | 303 | 242 | 3.9 | 5.7 | 5.0 | 20.9 | 19.7 | 18.8 |
| Jun. | 233 | 312 | 248 | 3.9 | 5.8 | 4.6 | 20.7 | 20.1 | 18.6 |
| Oct.-Jun. | 2,152 | 2,649 | 2,638 | | | | | | |
| Jul. | 276 | 292 | 296 | 4.4 | 4.7 | 5.3 | 21.1 | 20.2 | 18.7 |
| Aug. | 271 | 273 | 301 | 4.2 | 4.6 | 5.4 | 20.4 | 20.1 | 19.1 |
| Sep. | | 331 | 285 | | 5.4 | 5.1 | | 20.3 | 18.7 |
| Season | | 3,614 | 3,588 | | | | | 19.6 | 18.5 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 15

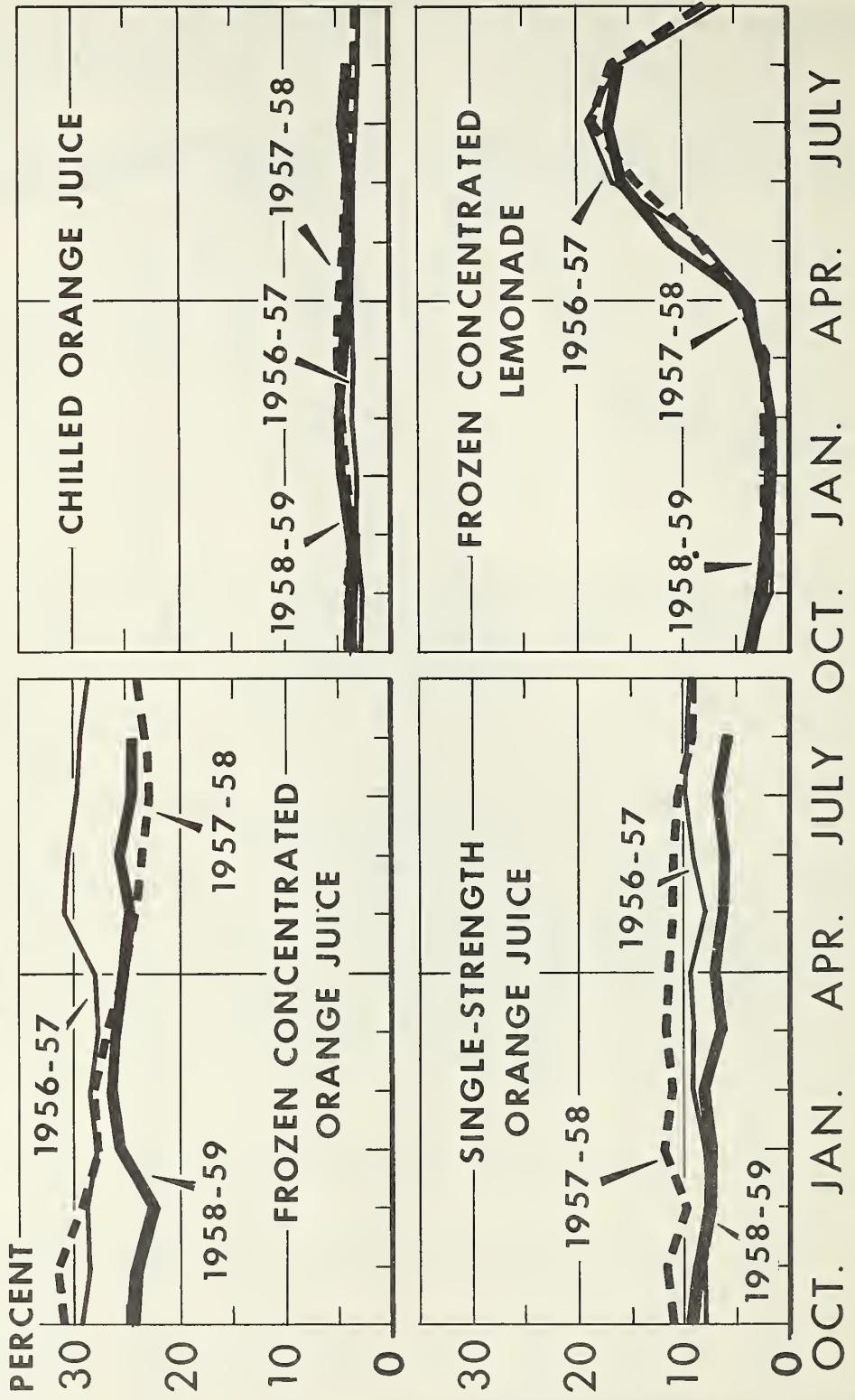
NEG. 6659-59(10) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

| Period 1/ | Purchases | | | Families buying | | | Prices paid per dozen | | |
|-----------|----------------|----------------|--------------------------------|-----------------|---------|---------|-----------------------|---------|--------------------------------|
| | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 | 1958-59 | 1957-58 | 1956-57 | 1958-59 | 1957-58 | Average 1954-55/ 1956-57 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | Percent | Percent | Percent | Cents | Cents | Cents |
| Oct. | 248 | 259 | 243 | 16.0 | 17.2 | 17.5 | 43.9 | 44.1 | 45.1 |
| Nov. | 201 | 226 | 221 | 14.6 | 16.0 | 17.2 | 45.2 | 47.1 | 46.6 |
| Dec. | 203 | 243 | 227 | 14.6 | 17.1 | 17.1 | 45.2 | 46.6 | 46.4 |
| Oct.-Dec. | 703 | 790 | 757 | | | | | | |
| Jan. | 189 | 261 | 223 | 13.9 | 17.6 | 16.5 | 45.7 | 46.9 | 48.1 |
| Feb. | 220 | 242 | 238 | 15.1 | 18.0 | 17.2 | 45.7 | 47.8 | 46.4 |
| Mar. | 227 | 251 | 251 | 15.6 | 17.2 | 17.8 | 43.9 | 46.5 | 44.5 |
| Oct.-Mar. | 1,395 | 1,604 | 1,528 | | | | | | |
| Apr. | 296 | 295 | 293 | 18.3 | 19.3 | 19.5 | 42.4 | 45.2 | 42.3 |
| May | 393 | 363 | 394 | 21.8 | 21.7 | 21.9 | 42.3 | 44.6 | 41.7 |
| Jun. | 484 | 508 | 544 | 24.4 | 25.8 | 29.6 | 42.3 | 42.7 | 42.0 |
| Oct.-Jun. | 2,746 | 2,888 | 2,867 | | | | | | |
| Jul. | 530 | 585 | 653 | 25.3 | 29.3 | 30.4 | 42.2 | 42.7 | 42.3 |
| Aug. | 484 | 538 | 525 | 24.0 | 25.9 | 25.8 | 43.4 | 42.0 | 42.6 |
| Sep. | 317 | 324 | | | 18.6 | 19.5 | | 42.8 | 44.0 |
| Season | 4,429 | 4,480 | | | | | | 44.2 | 43.6 |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES

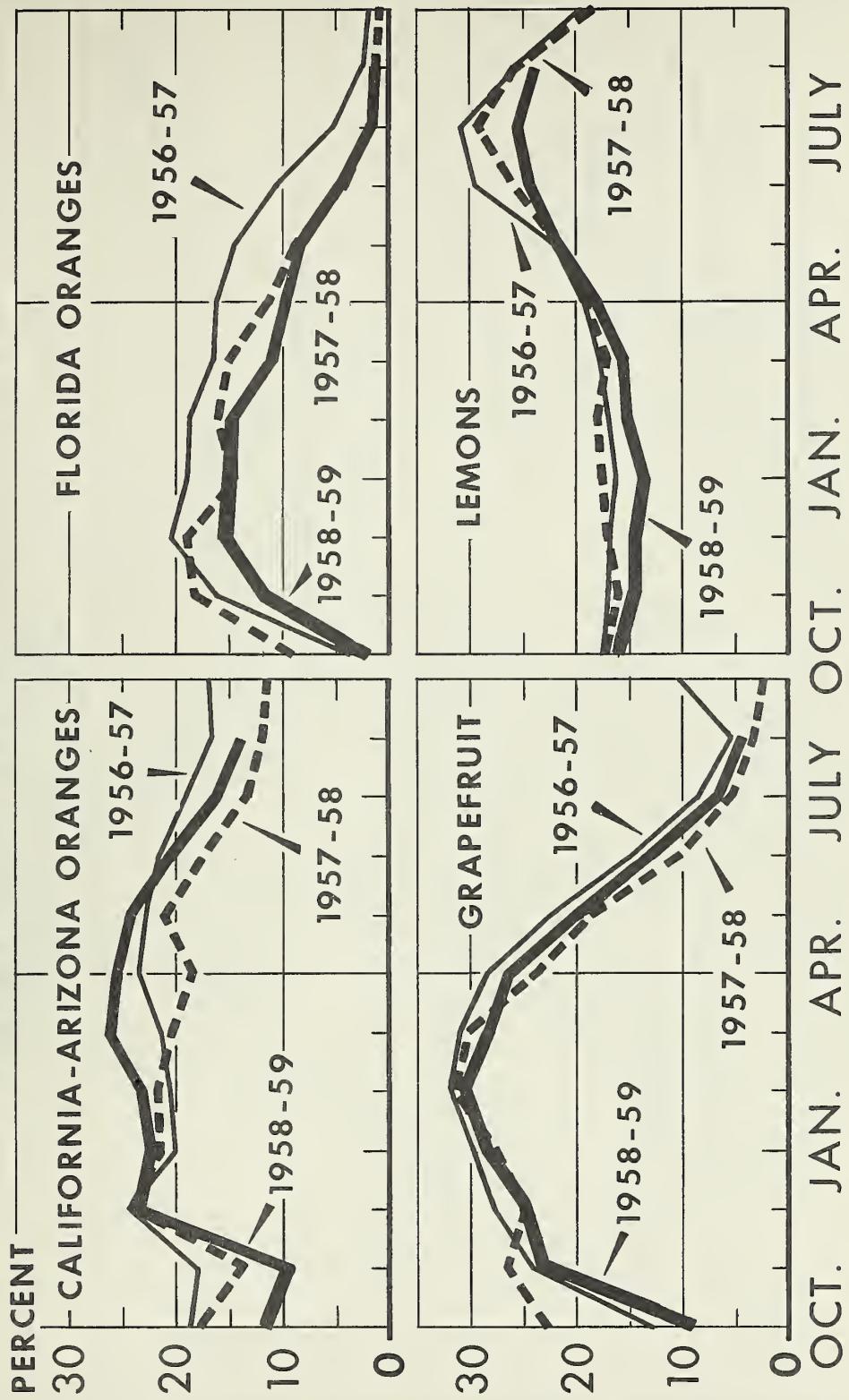


U. S. DEPARTMENT OF AGRICULTURE

Figure 16

NEG. 6660-59 (10) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



U. S. DEPARTMENT OF AGRICULTURE

Figure 17

NEG. 6661-59 (10) AGRICULTURAL MARKETING SERVICE

**U. S. Department of Agriculture
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